

Austria	5th, 18	Indonesia	Rp 7500	Portugal	Ls 75
Bahrain	Dr 0.850	Iraq	L 1100	C. Aruba	Rs 75
Belgium	Br 1.38	Japan	Yen 1550	Singapore	CS 4.10
Canada	C\$2.00	Jordan	Fls 500	Cape	Ps 100
Denmark	Dkr 1.75	Kuwait	1000	Sri Lanka	Rs 30
Egypt	£1.00	Luxembourg	Fr 1.38	Sri Lanka	Rs 6.40
Finland	Fr 1.25	Malaysia	RM 4.25	Sri Lanka	Rs 100
France	Fr 5.00	Mauritius	Rs 300	Sri Lanka	Rs 185
Germany	DM 1.00	Mexico	Ps. 300	Sri Lanka	Rs 200
Greece	Dr 0.60	Norway	Nkr 7.50	Sri Lanka	Rs 250
Hong Kong	HKS 12	Peru	Int. 7.50	Sri Lanka	Rs 300
India	Rs 15	Norway	Nkr 6.50	Sri Lanka	Rs 350
Philippines	Pes. 20	U.S.A.	\$1.50	Sri Lanka	Rs 400

FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

Monday February 27 1984

Why McGrath shut the door on a U.S. steel merger, Page 15

No. 29,257

D 8523 B

NEWS SUMMARY

GENERAL

S. Africa may ease apartheid laws

South Africa's Government has accepted in principle a recommendation that will ease apartheid, its policy of racial discrimination, by opening defined central business districts for trading to members of all racial groups.

This proposal is made in the Strudom Commission report on the Group Areas Act which will be tabled in parliament in Cape Town this week.

The commission also recommends some further desegregation, including cinemas and public transport. The Government has some reservations, Page 16

Iran-Iraq war claims

Iran and Iraq have, as usual, issued different versions of what has happened in Iran's latest major attack. Iran says its new attack has wiped out much of Iraq's 16th infantry division, killing 7,000 Iraqi. Iraq says it has repulsed the latest Iranian attack, and that more than 14,500 enemy troops had been killed in five days.

Swapo breach claim

South African and Angolan officials have been meeting to discuss Pretoria's complaints that Swapo guerrillas have broken the ceasefire in Namibia. Page 5

New Egypt plot trial

Egypt is putting 176 people on trial this week on charges of plotting to overthrow the Government. A similar trial of another 281 Islamic fundamentalists is nearing its close.

Polisario stays away

Polisario, the Saharan independence movement that is fighting Morocco, will remain absent from the today's opening in Addis Ababa of a meeting of the Organisation of African Unity, whose recent conferences have failed because of disagreement over Polisario's admission.

Bonn news ban

West German Government ordered a blackout on news of East bloc athletes seeking after reports that a niece of East German Premier Willi Stoph was sheltering in the West German embassy in Prague. Page 2

Boycott weakened

Another Philippines opposition party, FDP-Laban, decided to drop out of a proposed boycott and take part in coming national assembly elections.

Pakistan security

Iron rod fences more than 9 ft (2.74m) high topped with barbed wire, have been erected at Pakistan's national stadium in Karachi to protect the Pakistan-England cricket series from anti-government student protesters.

Australian switch

Friendly warships visiting Australian ports will no longer have to declare whether they are carrying nuclear weapons, under new policy guidelines. Page 3

Gas warfare claim

Pakistani state television said Soviet helicopters had again been using gas shells to flush out Afghan rebels from mountain hideouts after artillery and tanks had failed to dislodge them.

Colombian curfew

North-east Colombia's town Abrefo was put under curfew, and alcohol sales banned, following seven political killings last week.

Record drought over

Thunderstorms ended a record 319-day drought in Bahrain. More rain is forecast.

BUSINESS

Orders up in West Germany and UK

WEST GERMAN industrialists are more optimistic about business prospects in the coming months, and report improved orders, as do UK companies in a Confederation of British Industry survey Page 16

THE BELGIAN franc's position in the European Monetary System caused further concern last week.

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SALVO OF SHELLS MARKS WITHDRAWAL

U.S. shifts focus from Lebanon as marines leave

BY PATRICK COCKBURN IN BEIRUT

The U.S. marine contingent to the multinational force left Beirut yesterday in a major bid by President Ronald Reagan to shift Lebanon from the centre

with his Kalashnikov assault rifle

close by the marine base.

It was the takeover of West Beirut by Amal three weeks ago which precipitated President Reagan's decision to withdraw in the U.S. for-

ces.

The evacuation proceeded

smoothly during the weekend.

The 155mm heavy artillery moved out on Saturday and the three compa-

nies of combat infantry started

leaving at dawn yesterday. Some of

the marines whooped for joy, made

"V" for victory signs and fired flares

into the air as they left.

The naval bombardment was in

response to anti-aircraft fire directed at U.S. reconnaissance planes circling high overhead.

Although the U.S. insists that the

relocation of its marines offshore

does not diminish its support for

President Ami Gemayel, the evacua-

tion of the symbolic force of marines

esterday is seen in Beirut as the

end of an era in U.S. policy

with the Amal.

The main U.S. base, in contrast to

the strongpoint on the seashore, has

been taken over by regular sol-

diers belonging to the Lebanese ar-

my Sixth Brigade. It was this unit

which mutinized and joined Presi-

dent Gemayel's opponents at the

start of the month.

The marines were politically the

most important part of the four-na-

tion multinational force sent to Beir-

ut in 1982 after the massacre of 900

Palestinians by Christian militia-

men. The force, whose 5,400 men in-

clude a small British detachment,

had the ambiguous role of peace

keepers and military allies of the

Gemayel government.

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carried out by the marine base.

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OVERSEAS NEWS

Manufacturers Hanover Trust Company

announces
the relocation of its

Foreign Exchange Trading Department

from
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to
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New York, N.Y. 10017
(212) 286-2200

February 27, 1984

NOTICE OF RESIGNATION OF TRUSTEE AND APPOINTMENT OF SUCCESSOR TRUSTEE

TO THE HOLDERS OF
LPC INTERNATIONAL FINANCE N.V.
8% CONVERTIBLE SUBORDINATED
DEBENTURES DUE 1985

NOTICE IS HEREBY GIVEN by LPC INTERNATIONAL FINANCE N.V. (the "Company"), pursuant to Section 601 (f) of the Indenture dated as of October 15, 1980 (the "Indenture"), among the Company, Lear Technologies Corporation, as Trustee, and the holders of the Debentures, N.A., as Trustee, under which the above captioned Debentures (the "Debentures") were issued, that Citibank, N.A. has resigned as Trustee under the Indenture, effective as of the close of business on February 17, 1984. It is further hereby announced that the Company, having its corporate office at One State Street, New York, New York 10015 (its "Corporate Trust Office"), has appointed as Successor Trustee under the Indenture, effective as of the close of business on February 17, 1984, Allstate Trust Company, as Trustee, and to whom the Debentures, the coupons and the Indenture, should be addressed to Schroder at its Corporate Trust Office.

Citibank, N.A. will continue to serve as Paying Agent for the Debentures and as the office of the Trustee in the City of New York, where the Debentures may be deposited for payment, and where the Debentures may be presented for conversion and as the office agency of the Company and the Guarantor for payment of principal, interest, as well as the additional offices and agencies provided for in the Debentures.

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De Ruycklaert 62

Curacao, Netherlands Antilles

Dated: February 17, 1984

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MR MARTIN FELDSTEIN, chairman of President Reagan's Council of Economic Advisers has warned that the U.S. could slip back into recession in 1985 if negotiations now under way to begin to cut federal budget deficits are not successful, Stewart Fleming reports from Washington.

Mr Feldstein's renewed warnings on the deficit coincide with signs that Congress may be able to reach agreement on a modest

budget cutting package this year.

Some economists on Wall Street have said that one reason why the stock market recovered strongly last Friday was the belief that it may be premature to write off the possibility of some modest action on the Federal budget deficit before the presidential election campaign.

The Dow Jones industrial index jumped 30.47 points to 1165.10 on Friday after falling

steadily for several weeks.

Senator Pete Domenici, a leading Republican, suggested last week that cuts in the defence budget could contribute to a deficit cutting package and Senator Robert Dole remarked after a meeting of congressional and administration leaders on Friday, to discuss Mr Reagan's proposed \$100bn "downpayment" of budget cuts over three years: "We have a little momentum now."

Senator

Pete

Domenici

a

leading

republican

senator

from

new

jersey

republican

party

in

the

republican

party

OVERSEAS NEWS

Australia eases rule on visiting warships

CANBERRA — Friendly warships will not have to declare whether they are carrying nuclear weapons when they visit Australian ports under policy guidelines announced yesterday.

The Australian Government will however have the final say on whether they can use drydock facilities.

The key passage in the guidelines, announced by Mr Gordon Scholes, the Defence Minister, yesterday, for the use of drydock "will have to be considered on their own merits, taking into account technical and safety factors, and the strategic and operational circumstances obtaining at the time."

The statement followed weeks of controversy after the British aircraft carrier Invincible was refused access to a naval drydock in Sydney because the British declined to say whether

Iraq claims control over two war fronts

IRAQ said yesterday its forces had killed more than 14,500 Iranians in the past five days while Iran said its latest thrust was continuing and that its men had wiped out much of an Iraqi army division, Reuter reports from Bahrain.

The official Iraqi news agency said Iraqi forces were now in control of both the Misan province border area and the front further south near the front of the two battlefields where it said 14,598 Iranians had been killed.

Iraqi troops were ready to confront any new Iranian offensive, the agency said.

Iran's Majlis (parliament) Rafsanjani, hinted at a possible new offensive yesterday when he told the House the Iraqis had no idea where Iranian forces would strike next.

"Even the unblinking eyes of American satellites and Awacs (information-gathering aircraft) failed to gather effective information for the Baghdad regime," the Speaker declared.

Iran said its forces had killed more than 7,000 Iraqis since it launched its latest thrusts, codenamed "Dawn 5" and "Dawn 6" last week. Much of Iraq's 19th division was wiped out yesterday in the central sector, it said.

Neither side has published the number of its own dead.

The Iranians said two Iraqi missiles hit the Iranian border town of Hoveyzeh, just to the east of Iran's latest central offensive, early yesterday, wounding at least 24 people.

An Iraqi army commander quoted by the official Iraqi news agency today, described the latest Iranian ground assaults as "crazy mass suicide and mass genocide of the Iranians at the hands of their rulers."

THE withdrawal of U.S. Marines from Lebanon marks the end of an era in American policy in the Middle East.

After the Israeli invasion of Lebanon in June 1982 all roads seemed to lead to Washington: the Palestine Liberation Organisation and Syria had both suffered a severe defeat and the regime of President Amin Gemayel leaned heavily on Amman.

Mr Arafat's team included

five of the 14 member PLO executive committee, along with key members of the central committee of Mr Arafat's Fatah group, the biggest and most important of the eight component organisations that make up the PLO.

The two sides will also discuss several bilateral issues, such as expanding the PLO's political and institutional presence in Amman, and longer term issues such as possible confederal ties between Jordan and a future Palestinian state.

After much bloodshed

among Lebanese, Syrians, Palestians and Israelis, the U.S.

without firing a shot, became

the dominant power in an area previously ruled by two close allies of the Soviet Union," an Israeli commentator said.

The U.S. is the dominant power no longer. Three minutes after the last Marine left the beach in Beirut yesterday the Marines' seashore base was taken over by gunmen of the Shia Moslem Amal movement linked to Syria and Iran. Some had little pictures of Ayatollah Khomeini around their neck.

Only the threat of a full-scale war with the U.S. or Israel

would have made Syria hesitate at the start of the slide.

The marines at the airport

were in a dangerously ambiguous situation, as a symbol

of support for the Government, and the dangers this involved for his men. A month

later came a devastating response: a suicide lorry packed

with explosives drove into the

Patrick Cockburn in Beirut describes the failure of the U.S. initiative in Lebanon

End of an era in Mideast as marines leave

Arafat begins talks with Hussein

base and exploded, killing 241 men.

For weeks the U.S. teetered on the edge of retaliation against Syria whom it suspected of being ultimately responsible.

A new U.S. strategic agreement with Israel, hinting at an offensive against Syria, turned out to be rhetoric. The U.S. lost two aircraft in its only air attack on Syrian positions.

But Mr Arafat will have to move cautiously in his talks with Jordanian officials, given his ongoing efforts to reassess his control of Fatah and the PLO as a whole in the wake of the armed rebellion against him last year by dissident Palestinians backed by Syria and Libya.

Washington had only one card left: the Lebanese army. U.S. officers were hurriedly training and re-equipping its brigades.

They might be able to shift the balance of power against Syria and its allies. At the beginning of this month this hope also turned out to be a mirage as two brigades defected and a third broke up when the Druze attacked.

After yesterday's evacuation of the U.S. marines few in Lebanon believe they will ever return. The U.S. will shift Lebanon from the centre stage of its Middle East policy to a more marginal role, say diplomats. President Reagan prefers a limited and containable failure now to a disaster close to the presidential election.

in Lebanon. These communities, notably the Druze and Shia, received strong support from Syria which still controlled the east and north of the country.

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Macau's neighbours enjoy its political bust-up

BY ROBERT COTTRELL IN HONG KONG

THE WELL-MADE Elizabethan play would counterpoint its weighty theme with a comic or grotesque subplot. A similar sense of harmony seems to prevail on the South China coast where, while Hong Kong grapples with its economic and social future, light relief is being provided by a good old-fashioned political bust-up in the neighbouring Portuguese-run territory of Macau — population 400,000.

Rear Admiral Vasco De Almeida e Costa, Governor of Macau, is at odds with some members of his legislative council and then gazetted it even though it had not been endorsed in its amended form by the Governor.

The Bill in question related to a restructuring of Macau's civil service department — although the actual subject matter is, say observers, at best incidental to the row which followed. In the past two weeks, the assembly has held a series of behind-closed-doors meetings and decided to ask Lisbon to mediate.

The 17-member legislative

council is part-elected, part-appointed. Some analysts link the present row to a possible revision by government of the legal foundations for internationalising Macau's banking system; negotiations a larger governmental share of local gambling revenues; and begun to improve the dilapidated infrastructure of the small territory.

Macau, for its part, has seen Governors come and go, often rapidly, while the territory preserves its own time-honoured patterns of loyalties and interests.

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Sikhs and Hindus plan to demonstrate in New Delhi

NEW DELHI — The machine-gun murder of two women and a child in a Punjab village yesterday raised communal tension ahead of rival Sikh and Hindu demonstrations in New Delhi today.

The murders, by a gang of eight men armed with sten guns, were at a village about 30 miles from the Sikh holy city of Amritsar.

With the killing of a Sikh Nihang (temple guard) and a youth in separate incidents in other parts of the northern Indian state, the death toll in the last six days of communal

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Citicorp N.A. will continue to serve as Paying Agent for the Debentures and as the office or agency in the City of New York where the Debentures and coupons may be presented for payment and where the Debentures may be presented for conversion and as the office or agency of the Corporation and the Guarantor for payment and conversion, as well as the additional offices and agencies provided for in the Debentures.

LFC INTERNATIONAL FINANCE N.V.
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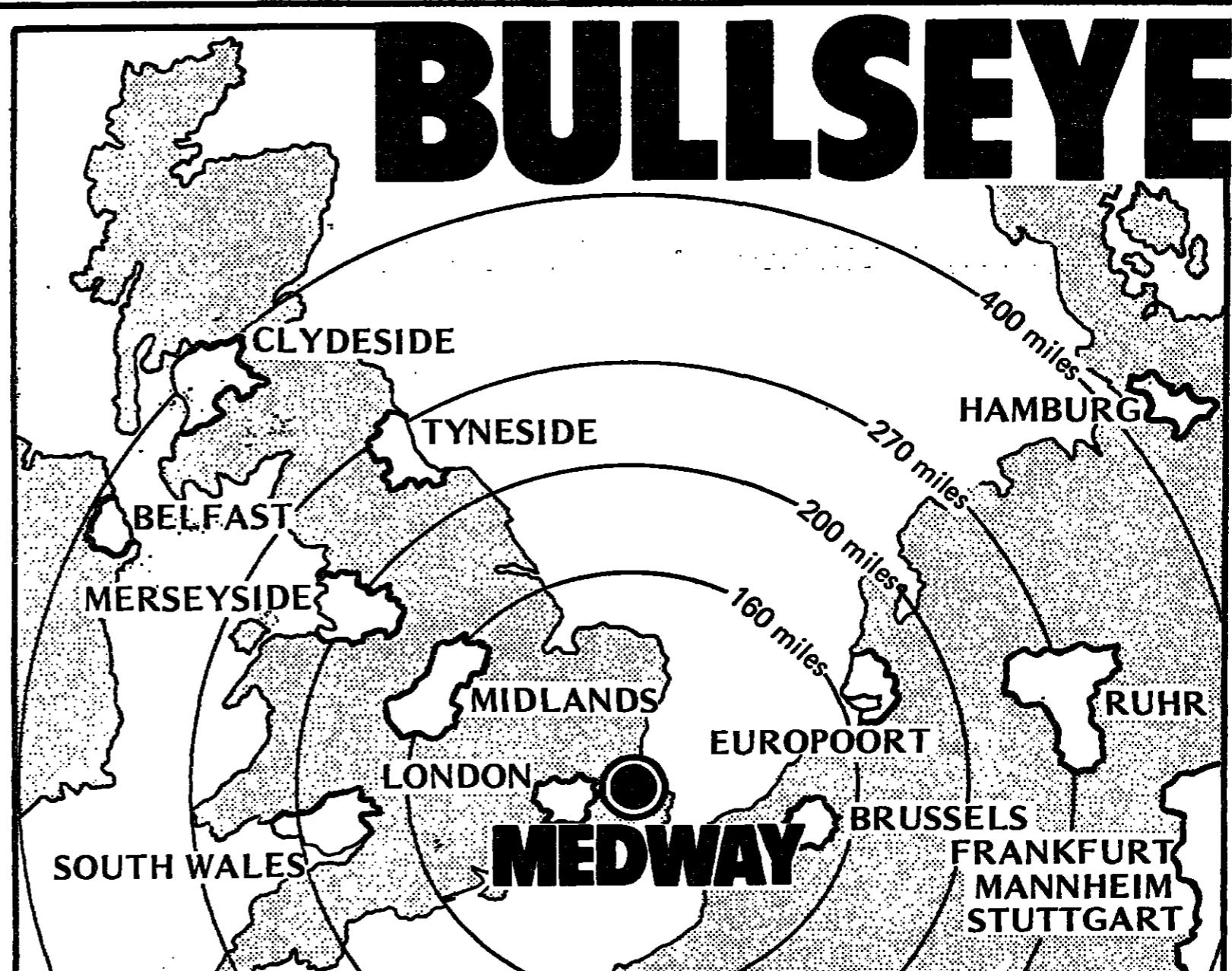
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WORLD TRADE NEWS

Christian Tyler on the imprecise art of political analysis

Where insurance becomes guesswork

THE NEWLY INDEPENDENT Republic of Broddingsnag, with its untapped natural resources and generous foreign investment incentives, has attracted a lot of Western trade and capital in recent years.

Today the consumer boom is over and the debt service ratio is climbing fast. Gen Victor Machismo, head of the 107-year-old "temporary" military government, has promised elections next spring. But strikes and other civilian demonstrations are multiplying. Junior army officers are said to be unaffected. More worrying still are rumours that Lilliputian troops are massing on the border.

Should Western export credit agencies, charged with supporting their national exporters in a competitive but profitable market, continue to write insurance policies on Broddingsnag? Will the increasingly aggressive private underwriters in London take the risk? And what will it cost the exporter?

Since the Shah of Iran was toppled in 1979, political risk analysts have mushroomed, in the hope of satisfying the demands of nervous banks, traders and investors. For about \$20,000 (£13,800) you can buy an assessment of Broddingsnag from one of the (mainly U.S.) specialist consultancies. Or you can buy multi-country forecasts for about \$4,000 a year, a monthly newsletter for \$200 a year.

But even the Association of Political Risk Analysts, a 400-member body formed in the U.S. in 1960, would not pretend that political risk analysis is a science. Unlike fire, theft, or even life insurance, where physical scrutiny can minimise risk, political underwriting is an art, and at times resembles the bookie's trade.

Some analysts try to quantify the unquantifiable—for example by feeding variables like a country's frequency of government changes, or even calorie intake per capita, into embryonic

econometric formulae for rating countries' political stability.

Most provide a more mundane—if highly lucrative—reporting system to help corporate executives with ignorance of modern geography and history, say Mr Armen Kouyoumdjian, an Armenian economist who is secretary of the association's European branch.

"It's a bandwagon and everyone is jumping on it. But it's not a bad thing," he said. "Some people think that political risk analysis is just forecasting coups d'état in Latin America. But President François Mitterrand's election in France had much greater impact than any coup in Bolivia."

Most professional risk-takers, like the banks, the U.S. Government's Export Credits Guarantee Department and the big brokers and underwriters, have

little use for outside consultants. For example, the National Westminster Bank has its own system for determining what limits to set on sovereign lending. It employs a table of factors and weights.

But banks, according to Mr Jack Gill, head of the ECGD, would not pretend that political risk analysis is a science. Unlike fire, theft, or even life insurance, where physical scrutiny can minimise risk, political underwriting is an art, and at times resembles the bookie's trade.

ECGD insurance policies make no distinction between political and commercial risk, except latterly for a few large exporters, even though more than half its \$22bn exposure is in the 147 countries currently graded as risky (categories C and D).

Country underwriters at ECGD depend on embryonic

reports, published and confidential assessments by the International Monetary Fund (IMF) and World Bank, the forecasts of national banks in London, and their own visits—which occur at least every three years.

However, this qualitative analysis is increasingly supported by economic work on the Department's all-purpose IBM 4341 computer. Developed by Mr David Miner, ECGD's economic adviser, it uses 14 weighted economic factors to produce a "Z score" for each market. The aim is to get early warning—perhaps a year ahead—of when a country is likely to join the queue of 34 nations who have rescored.

The analysis looks at economic health, track record and political stability (but not the system of government); it is interested in the exporter's track record and type of business than in the country as a whole. They are more expensive, but more selective too.

"We haven't got the resources of an ECGD," said one underwriter. "In the private market analysis is done by sticking your finger up in the air; it's seat-of-the-pants underwriting."

The leading political risk underwriter at Lloyd's is the 3,000-member Merrett Syndicates, which taps the same published sources as ECGD, but also the newspapers, and even the intelligence services.

"You can ring the CIA up if you want to," said a manager from Merrett, "but the intelligence community tends to be ingrown—poor on fact, long on rumour."

There can be wide disparities of rates quoted in the London market, the centre of political risk underwriting. According to brokers, the range is between under 1 per cent for Western Europe and 7½ per cent for, say, Nigeria now. For mainstream trade, said at the time that Occidental would immediately begin building equipment for the mine, and that construction would begin in July 1983, with production scheduled to begin in July 1985.

The Ping Shuo is located some 500km west of Peking and the coal, much of which was expected to be exported to Japan, will be delivered to the port of Qinhuangdao by a 500km rail line.

However, since the project was first mooted the world price of coal has dropped sharply and this is believed to have undermined the economic viability of the project on which work has still to start.

Mr Gordon Reece, Occidental's head of public affairs, refused to comment on speculation that the project was close to collapse. He said that negotiations were still continuing.

Underwriters in the private market use quite different criteria, although many of the same sources. They are more

Occidental in fresh bid to resolve China deal

By William Hall in New York

A TEAM of experts from Occidental Petroleum, the U.S. oil company, is flying to Peking this week for a fresh round of negotiations with the Chinese in a bid to resolve the long delays which have plagued a \$300m joint venture to develop the world's largest open cast coal mine in China's Shanxi Province.

There have been widespread reports that the project, the first major joint venture between China and a U.S. company since commercial relations were normalised at the end of the 1970s, has run into serious financial difficulties and may not proceed.

Occidental and the China National Coal Development Corporation signed an interim agreement to begin development of the mine on March 8 1983, following a year's feasibility study by both sides. Dr Armand Hammer, the 85-year-old chairman and chief executive, said at the time that Occidental would immediately begin building equipment for the mine, and that construction would begin on July 1 1983, with production scheduled to begin in July 1985.

The Ping Shuo is located some 500km west of Peking and the coal, much of which was expected to be exported to Japan, will be delivered to the port of Qinhuangdao by a 500km rail line.

However, since the project was first mooted the world price of coal has dropped sharply and this is believed to have undermined the economic viability of the project on which work has still to start.

Mr Gordon Reece, Occidental's head of public affairs, refused to comment on speculation that the project was close to collapse. He said that negotiations were still continuing.

Gatt meets to examine EEC steel retaliation measures

By ANTHONY McDERMOTT IN GENEVA

THE COUNCIL of the 90-member General Agreement on Tariffs and Trade (GATT) meets here tomorrow, in response to an unusual request from the United States, to consider the EEC's retaliatory measures against U.S. tariffs on specialty steel imports.

These are believed to focus on the gap between U.S. and EEC valuations of the products to be affected by European retaliation, the exchange rate movements of the European Currency Unit (ECU) against the dollar since 1982 (which affects the value of the EEC import quotas), and the U.S. view that it will come off worse since some American products would be more or less eliminated from the EEC market.

Washington called for the special meeting when it became clear that negotiations would not lead to a deferral of the EEC tariffs.

EEC proposed import quotas include styrene, polystyrene and some sidearms and sports equipment. But the U.S. and EEC differ sharply on how much is involved. At the same time, the EEC plans to impose unilaterally higher tariffs on imports from the U.S. of methyl vinyl acetate, burglar alarms and other anti-theft devices. The EEC estimates the value of these imports at \$75m in the 1980-82 period, the U.S. at \$61m.

A decision by the Gatt Council has to be unanimous, and any attempt by the U.S. to obtain a condemnation of the EEC retaliation will be blocked by the EEC, which will argue that it is entitled to retaliate under the Gatt's Article 13.

Exim looks at first mixed credit

By NANCY DUNNE IN WASHINGTON

THE U.S. Export-Import Bank tomorrow will consider its first mixed credit transactions since Congress passed legislation last year allowing the practice.

Although Eximbank has been a consistent critic of mixed credits within the Organisation for Economic Cooperation and Development (OECD), it has been pressed by Congress to initiate its own creative financing programme along with the Agency for International Development (AID).

Neither agency is enthusiastic

about the programme. Aid officials are reluctant to divert additional funds to commercial purposes. Eximbank sees credits as a potentially expensive drain on the \$3.95bn allocated for direct credit lending in 1984.

The bank worries that even a conservative programme, costing \$500m to \$1bn a year, could eventually result in 20-40 per cent losses on interest income and larger operating deficits.

The National Advisory Committee on International Economic and Financial Policies (NAC), an interagency committee led by the Treasury Department, has yet to devise guidelines for a mixed credit programme. It has however talked about targeting the credits towards specific industries like telecommunications and transportation in developing countries.

Despite the lack of guidelines and Exim's preference for offering extended repayment terms rather than lower interest rates, the bank's board is now set to consider two mixed credit proposals. Some officials believe Eximbank will seek to reserve mixed credit funds for cases of retaliation.

Fokker hunts for Japan partner

By WALTER ELLIS IN AMSTERDAM

FOKKER, the Dutch aerospace company, is hoping to persuade Japanese industry to participate in the construction of the Fokker 50 and Fokker 100, planned successors to the F27 and F28.

Japanese domestic airlines are currently considering fleet replacements and Fokker feels that the company's chance of securing major orders would be greatly enhanced by Japanese participation.

Mr Frans Swartzouw, chairman of Fokker, led a company delegation to Tokyo last week

aimed at securing Japanese involvement of up to 10 per cent.

Fokker was also engaged in negotiations with the Japanese in 1980 and 1981, when it was thought possible that Japan could participate in an airliner project then being discussed with Boeing of the U.S.

The Boeing project collapsed when Fokker decided instead to go into business with rivals, McDonnell Douglas. But these plans also came to nothing, leaving the Dutch group with no major partner outside the Netherlands.

Fokker has rejected the chance of a major share in the European Airbus programme and is anxious to ensure that its two new aircraft—basically updated and expanded versions of the F27 and F28—enter world markets with more than one national interest engaged.

Mr Swartzouw and his team have already concluded talks with a number of Japanese companies that might be interested in participating and will also visit All Nippon and Toa Domestic Airlines. The Fokker delegation plans to return to Japan in the autumn.

New dealer network for Honda's U.S. launch

By Terry Dodsworth in New York

AMERICAN HONDA, the U.S. marketing arm of the Japanese motor group, is planning to introduce a luxury car in the North American market by the unusual means of setting up a separate dealer network.

It is likely that it will be the new version of the joint venture vehicle which has been developed in co-operation with the Austin Rover division of the BL group in the UK.

American Honda said yesterday that the car would almost certainly be imported to the U.S. from Japan, but there appears to be a possibility that it might be produced in the U.S., where the company has a plant at Marysville, Ohio.

The company is aiming to sell around 45,000 units of the car in 1986, when it will be introduced. It intends to set up a network of 120 dealers to market the car under a strategy clearly designed to differentiate it from the down market popular image of the present Honda range.

"This will appeal to a different group of buyers," said Honda yesterday. "The car will have radically new styling, will be much more luxurious than the traditional Hondas, and an entirely different appeal." At present, Honda markets the Civic, Accord and Prelude range of economical family models in the U.S.

Honda would not say yesterday how it intended to solve any quota problems which might exist two years from now when the car is launched. The group's quota limits under the voluntary arrangement in force in the U.S. have just been increased from 350,000 cars to 375,000, but it is currently selling every vehicle that it is able to import.

The company is, however, expanding capacity at its Marysville plant from 600 units a day to 1,200 in a \$240m project due to be completed by 1986. Because of the small volumes planned for the new vehicle, it might not want to produce it in the U.S.

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For further information: contact your travel agent or ring American Airlines on 01-629 8817.

SHIPPING REPORT

No fear of Hormuz closure

By ANDREW FISHER

LAST WEEK'S tension over possible closure of the Straits of Hormuz left shipping markets unmoved. Despite some rate rises on the tanker side, business showed no marked improvement.

It looked at the start of the week as if owners of VLCCs (very large crude carriers) would be able to secure better rates for their vessels.

Some vessels were fixed, but rates remained low. A few VLCCs were taken on undis-

closed "private" terms by some unnamed charterers.

French, U.S. and Japanese companies arranged tankers from the Gulf. Detainees present low rates, said Galbraith.

Boatmen, enquiry did pick up enough in the last few days to suggest that owners could be in a stronger position in March.

The intensified fighting between Iran and Iraq had had little effect on the dry cargo market, said Denholm Coates.

World Economic Indicators

INDUSTRIAL PRODUCTION (1975=100) % change over previous

USA* Jan '84 Dec '83 Nov '83 Oct '82 Nov '82 Oct '81 Dec '80 Jan '80

UK† Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

Japan Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

West Germany Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

France Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

Italy Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

Netherlands Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

Belgium Dec '83 Nov '83 Oct '82 Dec '82 Nov '82 Oct '81 Nov '81

* 1987=100 † 1980=100

Source (except U.K., U.S., Japan): Eurostat

BASE LENDING RATES

A.B.N. Bank 9% ■ Hamblin Bank 9% ■

Allied Irish Bank 9% ■ Heritable & Gen. Trust 9% ■

Amro Bank 9% ■ Hill Samuel & Co. 9% ■

Bank of America 9% ■ Hoare & Co. 9% ■

Arbuthnott, Letts & Co. 9% ■ Hongkong & Shanghai 9% ■

Armitage Trust Ltd. 9% ■ Kingsnorth Trust Ltd. 10% ■

Associates Corp. 9% ■ Knorr-Bremse & Co. Ltd. 9% ■

Banco de Bilbao 9% ■ Lloyd's Bank 9% ■

Bank Hapalain BM 9% ■ Malibank Limited 9% ■

BCCI 9% ■ Edward Mansou & Co. 9% ■

Bank of Ireland 9% ■ Mephrat & Sons Ltd. 9% ■

Bank Leumi (UK) plc 9% ■ Midland Bank 9% ■

Bank of Cyprus 9% ■ Morgan Grenfell 9% ■

Bank of Scotland 9% ■ National Bk of Kuwait 9% ■

Bank of Scotland 9% ■ National Gibraltor 9% ■

Bank of Scotland 9% ■

OVERSEAS NEWS

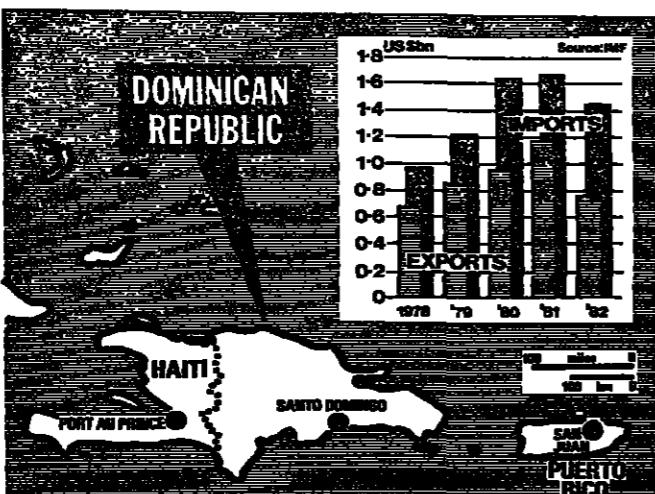
David Thorp, recently in Santo Domingo, finds poverty and unemployment in the sun
A Caribbean island thousands want to leave

INDEPENDENCE Day in the Dominican Republic on February 27 celebrates the end of a 22-year Haitian occupation in 1844. The fears of a military invasion has long since vanished, but some of the old enemy persists, especially over the 300,000 of Haitians living on the border in search of jobs.

Tens of thousands of Haitians legally enter the Dominican Republic to help with the annual back-breaking harvest on the sugar plantations. They work for minimal wages which most Dominicans spurn as beneath their dignity. Despite the low pay, most Haitians prefer to remain rather than return to the appalling conditions across the border. According to a World Bank survey, Haiti is the poorest country in the West, with an average per capita income of \$280.

In addition to the harvest workers, other Haitians illegally cross the lightly-guarded border, and the effect of this flux is now being keenly felt. The Dominican Republic is experiencing a severe recession, and the immigrants are in direct competition with Dominicans for several jobs, forcing local people to move to the towns.

The Dominican Republic's population has doubled to 6m in the past 20 years. In Santo Domingo, the capital, the Government is finding it increasingly difficult to provide minimum social services for the 1.5m inhabitants, many of whom live in overcrowded slums. The



peasants flocking to the urban centres are not finding jobs, and unemployment is running at over 30 per cent by conservative estimates.

The plight of the people is reflected in a steady stream of illegal emigration to the U.S.

In New York alone there are 1m Dominicans, at least half of whom are illegal, according to U.S. officials. They travel from their homeland by boat to nearby Puerto Rico and pose as Puerto Ricans to buy airline tickets to the U.S. unchallenged.

The Dominican coastguard gives only half-hearted help to the U.S. authorities in stopping the exodus.

The main cause of the Dominican Republic's economic difficulties is the drastic drop in earnings from sugar, its principal export, now down to \$300m a year against \$560m in 1981.

Low world prices have prompted the U.S. to impose quotas to protect its own industry and sugar imports from the Dominican Republic fell from 686,100 tonnes in 1981 to 447,000 tonnes last year.

The Dominican coastguard gives only half-hearted help to the U.S. authorities in stopping the exodus.

to the Soviet Union. Imports have continued to rise. Recently the government of President Jorge Salvador Blanco was able to cover the trade gap with loans from the international banks and the International Monetary Fund.

But foreign debt now stands at \$1.9bn, and the IMF has imposed tough terms for continued assistance. The government has agreed to introduce sweeping economy measures, including import controls, cuts in public sector spending and an unpopular commitment to raise taxes.

The World Bank and the Agency for International Development have strongly urged that the economy should be diversified and its export base expanded. The private sector, aided by the central bank, has taken steps to increase foreign investment in the export-oriented free zones and diversification has begun in agriculture. Benefits may also accrue from the Caribbean Basin Initiative of President Ronald Reagan, which allows tariff-free exports to the U.S. market for the next 12 years. But all this will take time.

To encourage foreign investment, the authorities are stressing the country's stability under the mildly Centre-Left rule of President Joaquin Balaguer. The Dominican (PRD). President Salvador Blanco, well-linked lawyer, has broken with tradition by preferring his own modest, ranch-style home in

Pretoria alleges Swapo threats to ceasefire

OFFICIALS from South Africa and Angola have been meeting to discuss complaints by Pretoria that black nationalist guerrillas are threatening the three week old ceasefire in Angola's southern war zone, Reuters reports from Cape Town.

A senior South African official said the second meeting of a joint commission set up 10 days ago to monitor the ceasefire was held yesterday.

It took place at Cuvelai, a war-battered town 200 km north of the border between Angola and Namibia (South West Africa), which South Africa rules in defiance of the United Nations.

The official gave no details of yes-

Accord on Chad peace force

NIGERIA and France said yesterday they had agreed that some kind of international force should be sent to Chad to allow all foreign troops to withdraw and Chad's warring factions to discuss reconciliation, Reuters reports from Lagos.

Mr Ibrahim Gambari, the Nigerian Foreign Minister, told a press conference at the end of a two-day visit by M. Claude Cheysson, France's External Relations Minister, that it could be a buffer force, an observer force or a peace-keeping force.

M. Cheysson said: "We are ready to consider any or all of these three."

Neither minister would specify how such a force would be composed, but they agreed any moves should be under the auspices of the

Organisation of African Unity (OAU).

Mr Gambari said he would raise the matter at an OAU ministerial meeting in Addis Ababa, the Ethiopian capital, next week to try to get action.

He said that in recent days, Nigerian leaders, in a new attempt to end the Chad civil war, had met most of the interested parties, including Libya, which backs rebels in the north, France, which has 3,000 troops backing President Hissene Habre, some of the groups in Chad and OAU chairman Mengistu Haile Mariam of Ethiopia.

At each meeting Nigeria had insisted on the withdrawal of all foreign troops and the restoration of a united Chad through reconciliation. It agreed that foreign powers should stop interfering in Chad.

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For example, this picture gives you only a hint of the Valencia feast of Las Fallas. The name means bonfires.

Throughout Valencia, in every square, great carnival structures are built—ingenious figures of wood and paper-mâché on stands or floats. The scenes they show are satirical, witty, even grotesque, but all are topical and created in a spirit of mockery that is typical of the people.

At midnight on March 19th, these comic masterpieces are set on fire and all the city glows with their memory.

You can't be here in March? Then come in May to Cordoba to see the festivals called Cordovan Patios. Or, in July, see the famous "Apostle's Fire", a monumental fireworks display on the eve of the feast of St. James at Santiago de Compostela. Or run with the bulls at the Fiesta de

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THE MANAGEMENT PAGE

BOOTS the Chemist is Britain's largest and most popular chain store. Yet, like a number of other major British retailers, it is having to face up to some fundamental problems about its retail strategy in the 1980s—and especially how to tackle the increasingly competitive fight for discretionary consumer spending on leisure products.

Static profits and declining margins over the past few years are the symptoms of the fact that the chain has lost its way. "We've got to shake off the feeling that Boots is dull and steady—which it isn't," says Dr Peter Main, the 41-year-old general former family doctor who took over as chairman in 1982.

But that is easier said than done. The group has devised a new marketing strategy based on new product areas—from home computers to sportswear—with higher profit margins. "Hot-shot" designers have been hired to try to put more fizz into Boots' image. Even so, most of Boots' 4,600 shops will remain relatively untouched by the new marketing broom. Only the largest 160 or so of Boots' stores which already account for more than half Boots' annual retail turnover of £135m will get the marketing revamp.

Moreover, as John Richards, of stockbrokers Capel-Cure Myers, points out: "by moving into new and more up-market product areas Boots is facing a great deal of tough competition from other, well-established retailers." These few major chain stores—such as W. H. Smith, British Home Stores, and Woolworth—are also fighting hard to develop their retailing strategies in the 1980s.

Where did Boots go wrong? In spite of being Britain's biggest chain store (it has nearly 100 more stores than Woolworth) and one of Britain's biggest advertisers (marketing £13m last year), Boots has not seemed to be in the vanguard of retail change.

In part this was due to its position as a retail pharmacist—every Boots store manager is a qualified pharmacist and the profession focuses on its members' training for business and in part also due to the low profile adopted by Sir Peter Hobday, the previous chairman.

But Boots thought it could afford to rest on its laurels—a staggering 39 per cent of the population—and half of all women—visit Boots each week. No other retailer can match this and it is bettered only by the Post Office which has more outlets.

This substantial customer flow ensures that Boots is comfortably the largest chemist in the

Why Boots is trying harder



Strong in cosmetics and toiletries, Boots none the less has a stodgy image. Dr Peter Main (left) is responding with new products and special in-store sections. David Churchill reports

country and gives it a commanding position in the lucrative cosmetics market (with a market share of close to 30 per cent). Not only do Boots own brand cosmetics have a large slice of this market but the cosmetic houses' refusal to supply discount stores such as supermarket chains has meant that profit margins on cosmetics have held up well. "No wonder that at least one supermarket chief which has retaliated with own-label cosmetics is highly critical of Boots: 'With the easy relationship Boots has with the cosmetics industry, it did not have to try hard to make profits,' he says.

But more than anything it is the recession which has driven home to Boots the fact that it can no longer simply coast along. Cosmetic sales have been hard hit by the recession. "Cosmetics and toiletry sales have been falling in real terms since the late 1970s," according to Euromonitor, a market research group.

In addition, Boots' own market research has been ringing alarm bells. One study showed that for every £1 that customers wanted to spend in Boots, they only actually spent about 74p either because the products were out of stock or because customers could not locate them.

Worse, the competition was itself much more aggressive. Chemist chains such as Underwoods and Superdrug attacked Boots' core markets. While the major supermarket chains such as Tesco, Sainsbury, and Safeway all started selling own-label cosmetics—as did Marks and Spencer.

Supermarkets and cut-price chemists also began selling high volume lines such as toothpastes, soaps, and shampoos at cut prices.

Boots' margins were forced down from about 8 per cent in the late 1970s to 5.4 per cent last year. "Retail trading margins are around 8 per cent on average—is there any reason why Boots' margins should be any lower?" asks Robin Althaus of stockbrokers Sheppard and Chase.

UK retail profits also stagnated from 1979 onwards, dropping from £20.1m in 1978 and only £7.1m in the last full financial year (to end March 1983).

Boots' annual retail turnover up by almost 80 per cent over the same period at £1.35bn.

Although UK retailing dominates both Boots' sales and profits, it is also a large manufacturer of pharmaceutical products and cosmetics and toiletries both in the UK and overseas. Boots is one of the very few major retailers which actually makes a significant proportion of the goods it sells (about 10 per cent of sales of non-prescription products are Boots' own manufacture).

Boots' response to these uninspiring figures, says Main, has been to "undertake the most searching analysis of Boots' activities for a very long time. Nothing was sacred."

The first casualty was the Timothy Whites chain. Timothy Whites, founded in 1848 by a 22-year-old of the same name and which eventually grew to a 600-strong chain selling pharmaceutical and household goods, was bought by Boots in

1968. Initially, the chemists outlets were turned into Boots operations, while most of the others were retained under the Timothy Whites name selling household goods such as crockery and cutlery. Timothy Whites, while always profitable for Boots, never really took off in retailing terms. Increasingly, its image became too old-fashioned, it threatened to absorb too much management time and resources, and the chain was gradually whittled down to 126 stores.

In February last year, Boots announced the Timothy Whites shut-down. Some 50 small stores are in the process of being sold off (not to any major rival, however) and the rest will follow over the next year or so.

The new strategy that evolved from the Boots' re-think, however, is based on size rather than merely chopping out the deadwood. The aim is to capitalise on the substantial customer flow by moving into fast-growing leisure areas—such as videos, computers, delicatessen foods and wine, sportswear, and kitchen accessories.

Boots' customers are still very much among the "aspiring" rather than the "have-not" marketing jargon of the CODEs other than the ABC1. Thus, for example, it is turning towards home entertaining among Boots' customers could be met by offering more stylish kitchenware and gadgets.

To change its image in line with this, Boots decided to embark on a designed revamp of its major stores based around the shop-within-a-shop concept

popular with other retailers on both sides of the Atlantic. It had already gone some way towards this with its record departments and "Baby Boots" sections within stores.

Boots employed Rodney Fitch, the retail designer, to create different themes for each shop within a shop—covering stereo and audio, kitchenware, gardening, home and sports goods, toys, books and gifts. At the same time John McConnell of the design consultancy, Pentagon, has been appointed to pep up the image of Boots' proprietary products both in these new product areas and in existing markets.

At present only three stores have been fully converted along these lines—at Chatham, Northampton, and Bury St Edmunds—although the Boots board is shortly expected to give the go-ahead for the rest of the 120 top stores to be re-designed.

Other retailers are sceptical about the changes. "It's all very well employing 'fancy' designers and going into obvious 'pop' markets such as home computers," says one who has so far been successful while eschewing the current fad for design revamps. "But customers don't like to be confused about their image of a store."

But Boots is not only concentrating on a new marketing strategy. It has also tackled two other key areas: stock control and service.

Instead of branches keeping most stock themselves—expensive in terms of space required and staff needed to supervise—Boots is setting up regional warehouses to serve as

"common stockrooms" for between 30 and 40 stores each. About a quarter of stores are covered by this new system at present. Stock re-ordering is now carried mainly on hand-held computer terminals before being fed through to the warehouse computers.

Tighter stock control will mean savings of about £25m in the current financial year.

Boots has also made strong efforts to improve its levels of staff service, with a new training programme using new audio-visual techniques spread over 14 weeks and applying to all staff, whether old or new.

Will the new strategy work? "There is still a long way to go for Boots to get things right," is the verdict of John Richards of Capel-Cure Myers, although others in the City are more encouraged by the steps Boots has taken. Certainly, the tighter control of operations under Main—and some improvements in the market for cosmetics and toiletries—helped Boots' total pre-tax profits in the first half of the current year (to September 30 1983) jump by a quarter.

But the core problems remain. Some retailers, notably Marks and Spencer, have shown that it is possible to shrug off a sluggish period (M and S in the 1980s) and emerge as a retailing superstar. But others—notably Woolworth—have also shown that it takes something more than simply following current vogues in retailing to remain successful.

Instead of branches keeping most stock themselves—expensive in terms of space required and staff needed to supervise—Boots is setting up regional warehouses to serve as

Gelco's image problem

'The answer was blindingly obvious'

BY JOHN GRIFFITHS

IN ITS home country, the U.S., there is some confusion—certainly on Wall Street—as to what the Gelco Corporation is all about. In Europe, the company reckons it has an even more severe problem of recognition.

Yet this is a company with annual revenues of \$1bn and which claims to be 90 per cent of the Fortune 1000 list of top companies in among its clients.

From this, Gelco plans to do something about this problem. And that something is all rather simple—some might say blindingly obvious. It is going to prefix the name Gelco to all the 90 individual business units which each have a separate identity and which add up to one of the world's largest transport groups.

Rowe regrets that cost and logistical complexity rule out the complete new livery for all its existing transportation units. But all new equipment will be painted in the corporate scheme.

GTCI, for example, from today becomes Gelco GTCI Container Services. Gelco intends to double the size of its container fleet and the 45,000 semi-trailers and other commercial vehicles currently operated under the TIP (Transport International Pool) banner.

When they are added to the car and truck fleet management and leasing activities which are a Gelco mainstay in the U.S. and a 30,000 car fleet in Britain, the total number of transport units operated by the company is 700,000. Given that in the UK or on the Continent it is unusual to drive for more than a few miles on a motorway without passing a CTI or TIP unit, TIP alone has 60 depots in Europe—the size of the corporate recognition opportunity Gelco has passed by default becomes glaringly obvious.

Even then there is more. Gelco's activities extend well beyond vehicle leasing and managing into a whole range of management services such as travel and payment systems. It also has a modular structures business—Design Space International—which is providing the transport accommodation and administrative space at the Los Angeles Olympics.

Ivor Rowe, president of Gelco's UK subsidiary and a Gelco Corporation main board member, says that Gelco began to think seriously about its corporate identity several years ago and eventually brought in

New York consultants to assess the situation. Their conclusion was not encouraging. "They said that there did not seem to be any understanding of how important the company is," he says. "Worse, they said that the problem was not confined to outsiders; there were an awful lot of the 9,000 employees who only recognised their own division as a 'Gelco-owned company'."

Rowe concedes that when the consultants came up with their suggested solution of a new corporate logo using the Gelco name in full and as a prefix to the re-naming of all divisions, there were some red faces within the company of the "why didn't I think of that?" variety.

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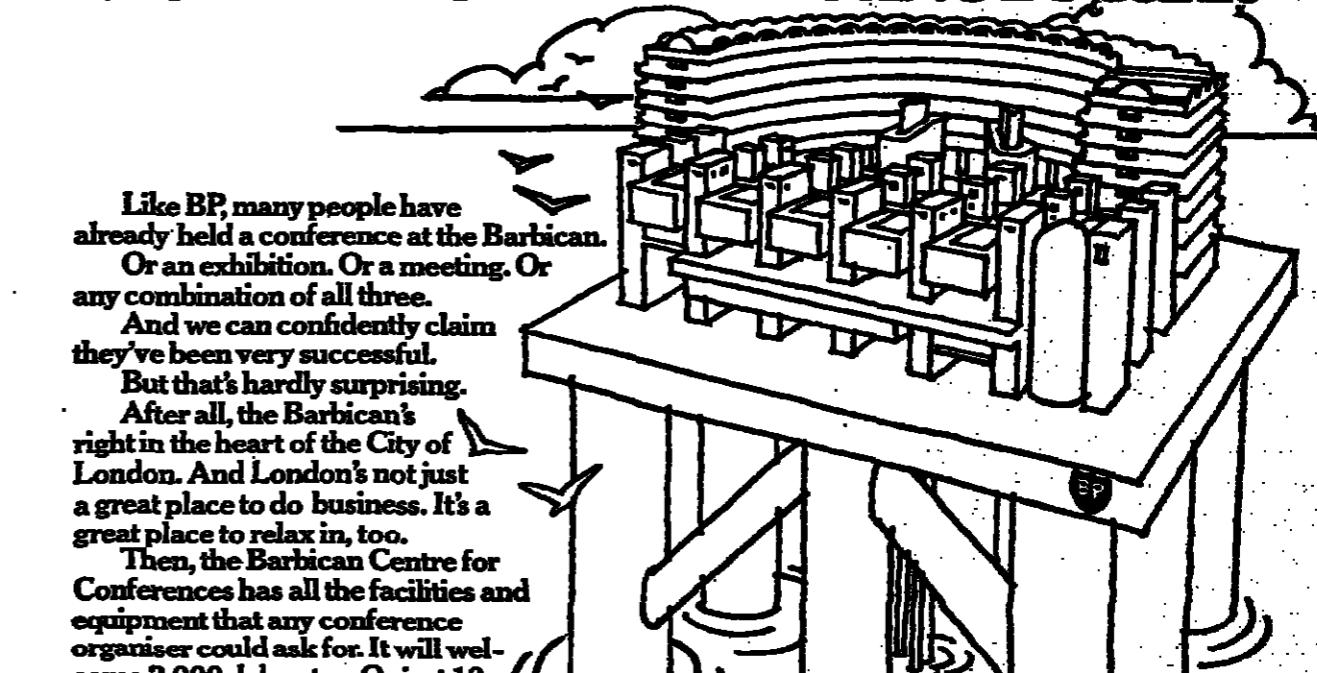
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TECHNOLOGY

HOW BANKS PLAN TO BEAT CARD CHEATS

How to bank on security

BY DAVID FISHLOCK, SCIENCE EDITOR

TWO BRITISH engineers, Mr David Miller and John Thorpe, working for quite different companies, have combined their technologies in what they claim is the world's most secure cheque card against abuse yet.

Ten thousand samples have just been delivered to the Committee of London Clearing Banks (CLCB) for final tests and staff training, before the card is issued to the customers of the CLCB's 20 members later this year.

"It will be the first time that anyone has issued a card with full banknote security and machine readability," claims Mr David Miller, managing director of PMI Data of Windsor. It has seven distinct security features built into a plastic card of familiar size and shape, as the sketch shows.

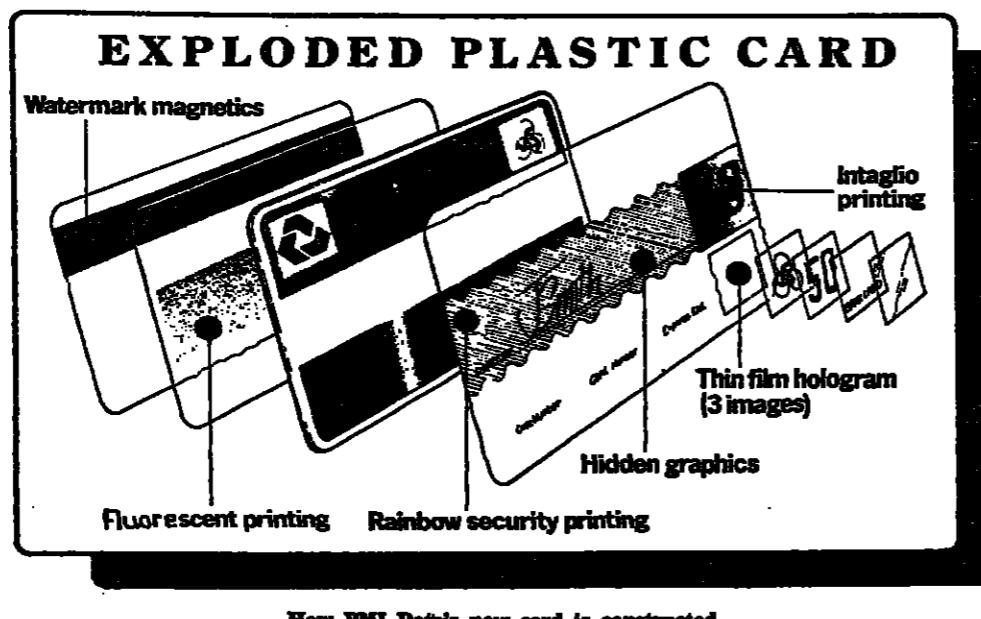
Having spent about £500,000 on design and development "on a handshake," PMI Data and Bradbury Wilkinson are now planning an organisation to exploit worldwide their unique mixture of technologies.

PMI Data specialises in what

Mr Miller calls "card engineering." The company designs and manufactures plastic cards to its customers' specifications, incorporating such features as secure magnets, claimed to be resistant to any attempt to wipe out the magnetic signature.

Mr Miller's experience dates back to the mid-1960s when Smiths Industries attempted to apply some of the principles behind the security of its blind vending system for airliners to the security of the world's first vending machines for cash.

"Once you go self-service the main integrity of the system depends on the card," he



How PMI Data's new card is constructed

believes. The technology progressed through EMI in the 1970s, where Mr Miller's group developed a process for "freezing" an iron oxide pattern into the card that could not be erased by a forger. They called it "watermark magnetics," by analogy with security printing techniques. Mr Miller likens it to "girders in a building which can't be removed without destroying the building."

In 1982 Photo-Me International acquired the card engineering from EMI, to add to a business based on automatic photography for security pur-

poses. Its new subsidiary became PMI Data. Behind the locked doors and a battery of other security measures, PMI Data is making about 12m cards a year on high-precision machines. It was one of four card

engineering companies to accept the challenge of the 20 banks which are members of the CLCB cheque guarantee card scheme.

Banks are worried by the rapid rate of growth in card frauds in the past five years.

which had burgeoned to losses of more than £50m a year for cheque guarantee cards alone. Total card fraud in Britain may be three times as much, Mr Miller says. Under UK law the losses are borne entirely by the banks and other credit companies.

But PMI Data recognised that the "ultimate security of a personal portrait on each card" was an important factor to achieve today for a price the banks are prepared to pay for card. For additional layers of security it turned to Bradbury Wilkinson, specialists in secure printing, which prints about 1.5bn banknotes a year.

John Thorpe, managing director of Bradbury Wilkinson (Cheques), of Crawley, says the fashion among forgers has shifted from the fraudulent use of genuine cards to the mass-production of fraudulent cards. That's where we got involved." He cites recent experiences where entire U.S. cities have been "done" in a day in large-scale raids by organised crime armed with fake cards.

But Thorpe—"an engineer who got into printing by accident, learning to print on aluminium"—has some satisfaction in the fact that in the early 1970s his company had warned the banks that the cheque guarantee card should

be a secure document. The banks then rejected the notion. When the CLCB called recently for fresh ideas from card-makers, Thorpe was able to show them one they had rejected 12 years before.

Last year the CLCB called for

samples of secure card engineering. Thorpe turned to David Miller, who was obliged to point out that some features Thorpe wanted were just not possible yet.

Last November the two companies agreed to collaborate to design and develop a card that incorporates seven security features:

• Watermark magnetics.

• Rainbow colour printing front and back to confirm any counterfeiter's card attempt that attempts to separate out the colours in preparation for forging. Security printing also makes extensive use of rare earth elements to leave markers by which forgers can be readily identified.

• A signature panel of absorbent paper (instead of the customary chalk) with a background pattern printed in security inks. Any attempt to float off the signature with a solvent—the most common kind of fraud—leaves an inky smudge.

• A panel of intaglio printing, a technique available only to banknote printers, which gives the banknote its so-called "feel" of steel.

Designed into this intaglio design is a latent image which can be seen only by viewing the card at a prescribed angle.

• Fluorescent printing that allows words like "void" to appear starkly when the card is viewed in ultra-violet light, or when copied by xerographic methods.

• Hidden graphics, including the use of microprinting which looks like lines until magnified.

• The thin film hologram.

The hologram used is the development of the American Bank Note Company, U.S. parent of Bradbury Wilkinson, together with Dr Paul Subrin, with the National Geographic, all find their March issue has a cover hologram of an eagle in flight produced by the technique. For the card, the hologram consists of mirror-like silver panel 0.5 in square encapsulating three different images at different "levels." Not only the image but its colour changes with the angle at which it is viewed.

John Thorpe sees the hologram as the "final identity and security feature—it serves both purposes." He does not claim that it cannot be forged, only that it cannot be forged only once. Large numbers of cards would require such a big investment in advanced laser photography as to make it uneconomic. It begins with the

need to sculpt a wax model of each of the images in the hologram, to the final size, for the camera to photograph by laser light. American Bank Note puts its investment at several million dollars.

Beyond the high-security cheque guarantee card, both companies are working on a range of developments as optical and electronics interact more closely. The hologram—"an engraving at 17,000 lines to the inch," as Thorpe sees it—is clearly in competition with attempts to put silicon memory chips into cards to store data.

David Miller believes that within five years PMI Data will be able to take a good portrait of the owner on a card using its automatic photography. In top security situations this can even be taken to the stage of scrambling the picture but for mass-production it needs a more elegant way of transferring photographs electronically to the inside of the card.

Cost of manufacture is the obstacle at present. A standard plastic card costs about 10p to produce. The high-security cheque guarantee card costs 25p-30p in mass-production. A card with a photograph of the owner costs about £1. A card with a photograph in the form of a hologram would cost about £100.

PRINTING

Cambridge Consultants improve ink jets

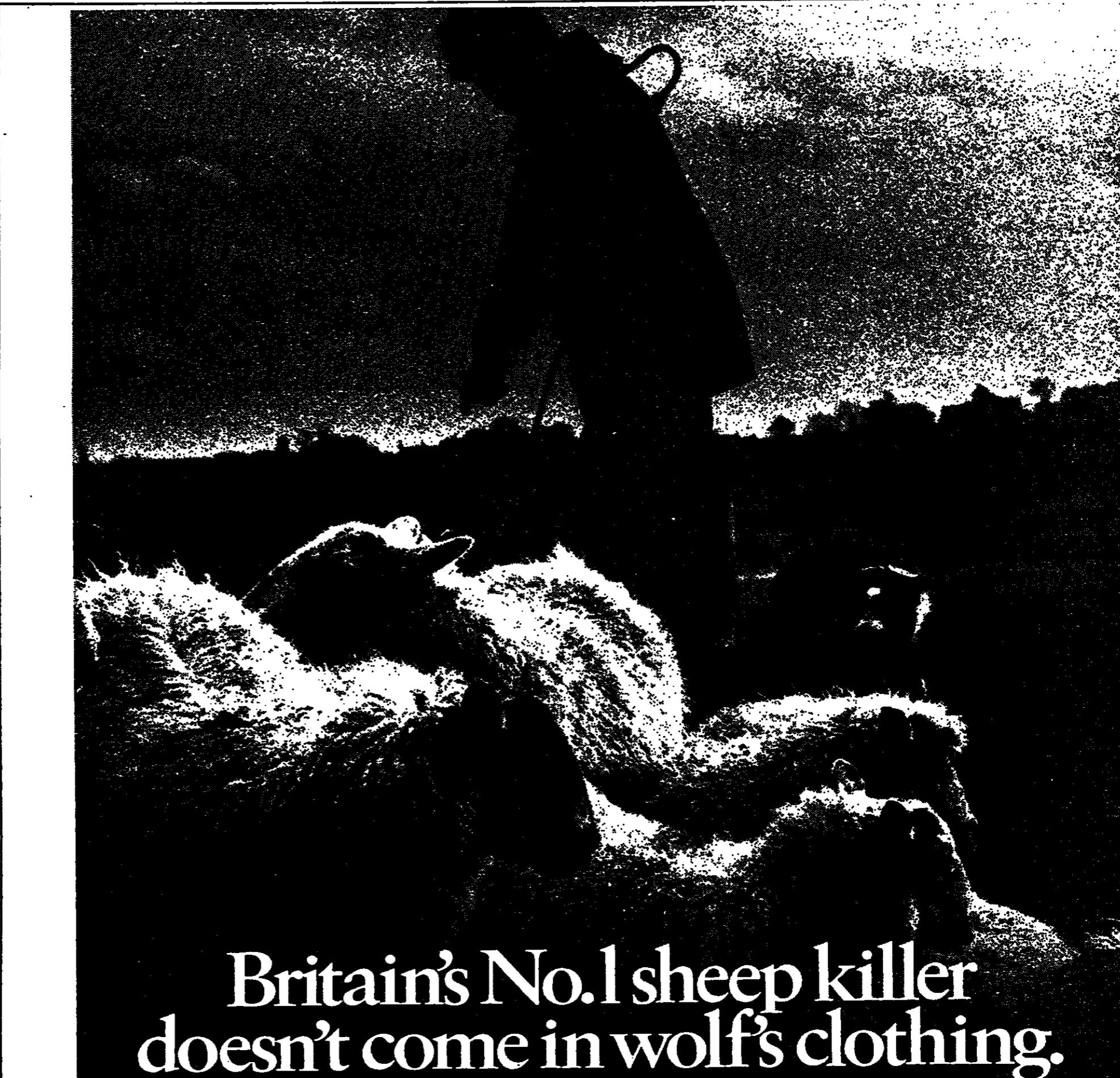
BY GEOFFREY CHARLISH

CAMBRIDGE CONSULTANTS, which is part of the Arthur D. Little research and consulting group based in Massachusetts, has developed methods which will keep the minute droplets forming nozzles of ink jet printers clear.

It is an important development, says ADL, because periodic blocking has restrained widespread commercialisation of the technique, which otherwise has great potential for flexible, high speed printing.

In ink-jet printing, a stream of very small ink droplets from a fine nozzle are deflected by a computer-controlled electrostatic field so that, as they strike the paper, they form characters or graphics. What appears on the paper is immediately alterable by change of computer program—the type font, for example. The system has another advantage of printing at very high speed on virtually any kind of surface.

Apparently the Cambridge labs have solved the problem



Britain's No.1 sheep killer doesn't come in wolf's clothing.

UNIVERSITY RESEARCH

Cleaning up oil deposits

A HULL University chemist has been awarded a major grant for research which could boost the flow of precious North Sea oil. Robert Aveyard has been given over £200,000 by British Petroleum to investigate a new process which can be used to counteract the astonishing inefficiency of oil drilling.

At present around two-thirds of crude oil is left behind in oil wells trapped in porous rock. However, Dr Aveyard is now investigating a chemical process designed to change the makeup of the oil as it is forced through the rock, enabling more of it to be pumped to the surface.

The process uses detergents, similar to washing up liquid, which work on the surface tension between the oil and the salt water to reduce the pressure required to force the oil through the rock. Many other researchers around the world are looking at similar techniques.

Dr Aveyard said yesterday: "It's an amazing fact that so much oil is left behind in the wells and the oil companies would obviously like to make the process more efficient. My work involves understanding the basic processing involved which ought to help them find a solution which actually use in oil wells and boost production."

The grant is to run for three years.

ENERGY

Cross-channel links

HONEYWELL Information Systems has been asked by the Central Electricity Generating Board to supply five minicomputers to share with similar equipment in France remote control of the 2,000 MegaWatt cross-Channel power link being jointly constructed by the CEDS and Electricité de France (EDF).

The link, due to start operation in two stages in 1985 and 1986, will supplement the generating capacity of the English and French electricity industry by switching current at the two systems' different peak times.

The power will be transmitted as direct current through cables entrenched in the bed of the English Channel, and terminating at Sellindge and Les Mandarins near Calais.

Supervision of the exchange will be controlled alternately by two computer systems at the

English grid control centre (in East Grinstead) and the French centre (at Lomme, near Lille).

The supervisory control computers will communicate with the local control at Sellindge and Les Mandarins provided by other manufacturers.

These four locations and the national control centres in London and Paris will also be linked by a bilingual message system based on distributed real time interface equipment developed by Honeywell.

These will help operating staff in the daily management of the link and in determining power exchanges. Bilingual messages will be used to overcome language difficulties.

All computer systems will be interconnected through duplicated communications links to facilitate full integration and control of operations on both sides of the Channel.

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UK NEWS

Unions dig in for long fight over GCHQ ban

By JOHN LLOYD, INDUSTRIAL EDITOR

THE BRITISH trade union movement is now preparing for a long war of attrition with the Government over the ban on trade unions at the Government communications headquarters (GCHQ) at Cheltenham, Gloucestershire.

A first battle in that war is over the allegiance of a core group of employees at Cheltenham. Union leaders who attended a closed meeting of some 800 GCHQ employees last Friday night were delighted to find that many senior members were adamant that they would not leave their unions, and that a few non-union members who attended the meeting joined up.

Several hundred, including many in the most senior grades, are now thought to have signed "Option C" - the form published by the unions which commits the signatory to remain a union member while pledging that he or she would take no industrial action to disrupt intelligence work.

Many of those who spoke at the meeting, including a number of GCHQ managers, said that the level

of efficiency at the centre had fallen and would never reach previous high levels again.

Those who had signed away their right to union membership were said by their colleagues to be under great pressure, and to be deeply resentful of GCHQ management and of Mrs Margaret Thatcher, the Prime Minister.

Mr John Ward, the general secretary of the First Division Association - which organises the most senior civil servants - said the meeting showed that people were now prepared to stand up against the government ban. "I am sure we can keep a core of people at Cheltenham in the unions. It will be very interesting to see if the Government attempts to dismiss them."

A meeting today of the Trades Union Congress (TUC), finance and general purpose committee - the inner cabinet of senior union leaders - is expected to renew the call made on Friday by Mr Len Murray, the TUC general secretary, for demonstrations of support tomorrow and

to commit the TUC to giving financial aid to those at Cheltenham who hold out against the ban. They may also discuss whether unions should withdraw from tripartite forums such as the National Economic Development Council (NEDC) at least while the ban remains.

Powerful voices, including those of Mr Moss Evans of the Transport and General Workers, Mr David Bennett of the General and Municipal Workers, Mr Alan Tuffin of the Communications Workers and Mr Bill Keys of the print union Sagat 62, have called for withdrawal from the NEDC.

Many union leaders privately admit that the response to the TUC call for sympathetic action tomorrow will be patchy. Public sector workers are thought most likely to act. Mr Jimmy Knapp, general secretary of the National Union of Railwaysmen, has called on his members to support the call, as has Mr Rodney Bickerstaffe, general secretary of the National Union of Public Employees.

Disagreement delays disposal of Jaguar

By KENNETH GOODING AND PETER RIDDELL

TAYLOR WOODROW, the civil engineering group, is to conduct a feasibility study of private generation of electricity at two power stations owned by the Central Electricity Generating Board.

The probable option is a flotation on the stock market either via an offer or a placing of all the shares in Jaguar. Special provision will be made for a large shareholding by existing management and employees, while the remaining tiny minority of non-Government shareholders in BL will be given preferential treatment.

The Government's failure to reach a decision - which BL expected last week - has upset the timetable. It seems unlikely that Jaguar will be sold by the middle of this year as the BL directors had hoped, though there is still some talk in Whitehall of a late spring flotation.

An announcement is hoped for in the next couple of weeks but a number of complications have arisen. These are partly to do with BL's position as a publicly quoted company which means that its directors cannot sell a major asset at an artificially cheap price. This point has excluded a payout at a low price by management and staff.

Ministers have also rejected both a sale in a foreign buyer and BL's preferred option, backed by the Department of Trade and Industry, of retaining 20 to 25 per cent of Jaguar's shares.

The BL board seems reluctantly to have accepted the Government's decision that BL should not retain any shareholding in Jaguar. BL wanted to continue to benefit financially from the latter and to cement continuing trading links within the group.

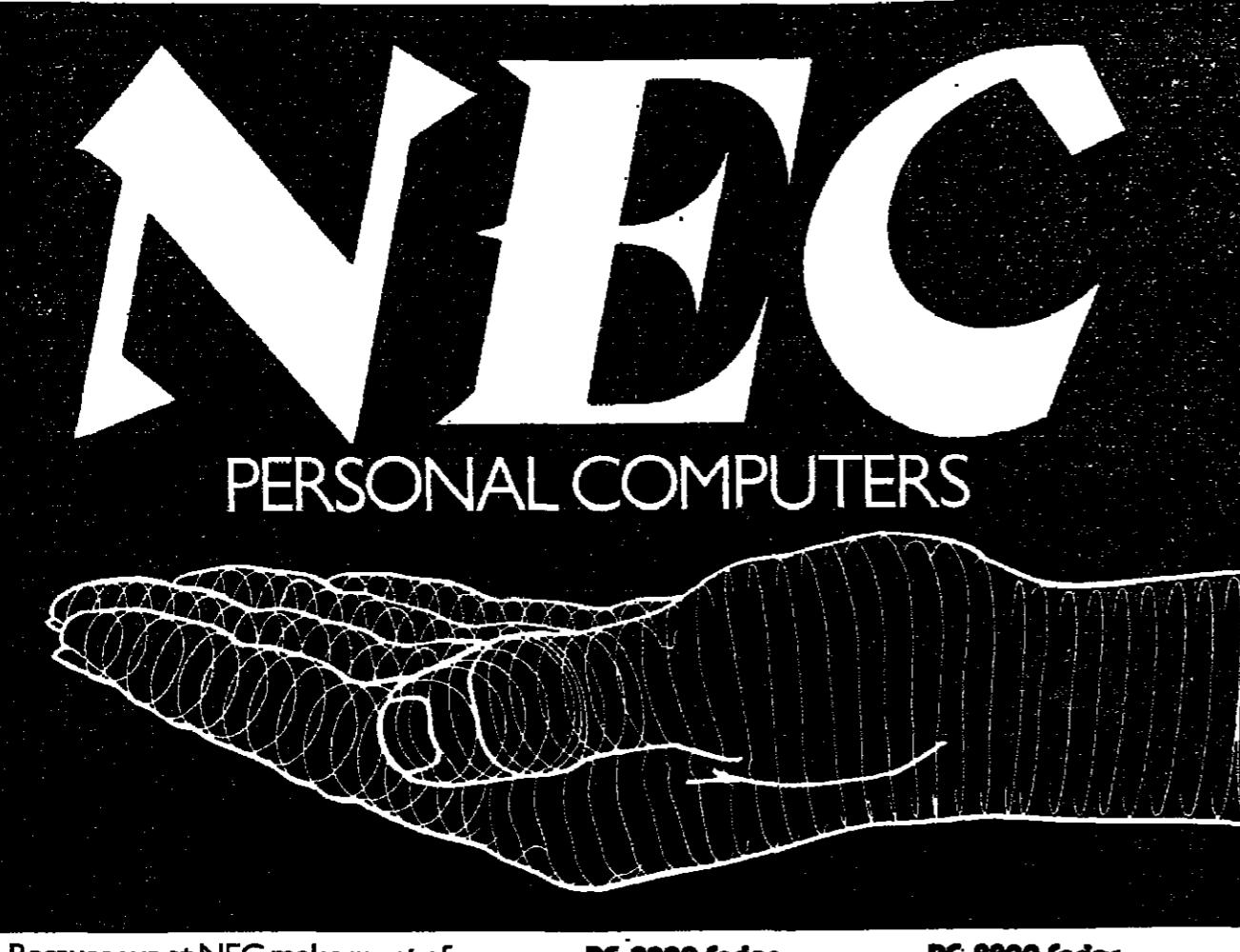
The BL board is considering the implications of not having access to 20 per cent of Jaguar's profits, including the maximisation of the flotation price to replace the lost income.

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BARCLAYS

FOREIGN EXCHANGE CENTRE

UK NEWS

Brokers claim North Sea revenue underestimated

BY DOMINIC LAWSON

THE GOVERNMENT has underestimated its revenues from the North Sea, according to stockbrokers Scott, Goff, Hancock. In their UK Oil and Gas review, published today, the brokers predict that gross government revenue from the North Sea in the fiscal year 1983-84 will be £2.7bn, as against the £6bn forecast by the Chancellor's autumn statement.

They point out that at the time of the last budget the Government forecast North Sea revenues for 1983-84 at only £3bn and that Scott Goff had also judged that figure to be too low.

The brokers go on to forecast that gross revenue from the North Sea will amount to £10.4bn in the fiscal year 1984-85, £200m more than the Government's own estimate. They say that Government revenues from the North Sea will peak in real terms in 1984-85.

The report estimates that expenditure on North Sea developments will be £3.8bn this year, up from £2.84bn in 1983. It considers that UK oil production will be 2.5m barrels a day this year, as against 2.3m b/d in 1983. The brokers say, however, that production will peak in 1985 and then go into steady decline.

The brokers believe the tax con-

cession in the last budget will be reflected in a growing number of oil and gas discoveries and an acceleration in the plans of companies to develop their discoveries.

Enterprise Oil, the North Sea oil arm of the British Gas Corporation, to be floated on the stock market later this year, will be active in acquiring other companies, according to the report.

Looking at companies already quoted on the stock market, the report recommends Carless Capel, Charterhouse Petroleum, Clyde Petroleum, Goal Petroleum, Lasmco, and Saxon. It feels that Cluff Oil, Hudson, and Tricentrol are "unattractive in relation to opportunities elsewhere in the sector".

On the international front, Scott Goff believes that the outlook for crude oil prices remains unexciting for the foreseeable future, and that in the next five years Opec can hope for no more than maintained oil price in real terms.

• The British Gas Corporation has come up with new and ever more ingenious ways to delay the forced sale of its £160m stake in the Witch Oilfield in Dorset.

British Gas is seeking guarantees from the bankers of the Dorset Building Group, the buyers, in the event that any of the companies in the

group goes into liquidation.

The draft of the Witch Farm deal

consists of Tricentrol (35 per cent),

Premier Consolidated (25 per cent),

Carless Capel & Leonard (15 per

cent), Clyde (15 per cent) and Goal

(10 per cent), to pay £20m initially and a further £90m when production from the oilfield reaches 20,000 barrels a day for 45 days uninterrupted.

British Gas wants the bankers behind the bidding companies to guarantee that those payments will be met even if one or more of the companies is liquidated. In addition, British Gas wants the banks to guarantee that they will ensure that all the licence obligations of the companies will be met after any liquidation.

The second objection from British Gas concerns its relationship with BP, which holds the other 50 per cent of the field, and which will operate it when British Gas relinquishes its stake.

Under the terms of the British Gas/BP partnership there is an indemnity clause designed to compensate BP against any errors committed by British Gas as operator.

British Gas wants release from the indemnity clause from the day that it ceases to be operator.

Taxation burden 'heaviest on poor'

BY JOHN LLOYD, INDUSTRIAL EDITOR

THE POOR in Britain are now the most heavily taxed in Europe, according to a new report from the Low Pay Unit.

Taxes on the wealthy have de-

fined sharply since 1979 to a point where they contribute only 3p in the pound, 25 per cent less than five years ago.

Taxes on the average family however have increased by 6 per cent over the same period, while the low paid have seen their tax bill double.

British Gas wants the banks to guarantee that they will ensure that all the licence obligations of the companies will be met after any liquidation.

The report appears at a time when the Chancellor of the Exchequer is expected to take a number of the low paid out of the tax system or "poverty trap" in next month's budget.

• Growth in average earnings could pose a threat to the Government's hopes of holding down inflation without choking off economic recovery, the stockbrokers Simon & Coates, says in its latest review of the British economy.

Government faces tax ruling challenge

BY IAN OWEN AND PETER RIDDLE

THE GOVERNMENT will be challenged this week to explain and to reverse the Inland Revenue's decision to tax building societies' profits from trading in gilt-edged securities (government stocks) at the full corporation tax rate.

The move has already been strongly criticised by MPs of all parties, and the Labour Party will this week consider whether to attack the Government on this point in the House of Commons.

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fined sharply since 1979 to a point where they contribute only 3p in the pound, 25 per cent less than five years ago.

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Dr Oonagh McDonald, one of Labour's economics team, said the tax move could affect the amount of interest people paid on their home loans. The matter is also likely to be considered by the all-party Treasury and Civil Service Committee of the House of Commons. Mr Terence Higgins, its chairman, said at the weekend he would be consulting his colleagues on the committee about "the need to investigate the extraordinary timing of the announce-

ment and the disorder it caused in

the gilt-edged market at the end of last week.

The committee will have the chance to examine the implications of the decision when it takes evidence from Treasury and Bank of England officials after the budget next month.

Defending the decision during a weekend visit to Chesterfield on the by-election campaign, Mr Patrick

Jenkin, Environment Secretary, said the Inland Revenue had been "perfectly entitled" to take such a decision.

He tried to dampen fears that the move would hold up the hoped-for cut in the mortgage rate. Mr Jenkin suggested that any mortgage rate decision was more likely to be influenced by the level of interest rates generally than by any marginal change.

NFC announces large share revaluation

BY GARETH GRIFFITHS

THE

employees who bought 11 shares in the National Freight Consortium (NFC) two years ago, have seen their shares revalued to £2.80, the consortium's annual meeting was told on Saturday.

About 2,000 of the 13,000 employee shareholders went to the AGM held at Wembley Conference Centre in London. The latest independent share revaluation means the average shareholder who purchased £100 worth of shares now has an investment worth £3,040.

NFC intends to halve the nominal unit value of each share from £1 to 50p in order to increase the total volume of stock and to encourage more widespread purchase of shares by the rest of the employees

in the 23,000-strong workforce.

NFC employees, their families and pensioners now own 82.7 per cent of the equity and the banks 17.3 per cent.

Sir Peter Thompson, the NFC chairman, said there would be an extraordinary general meeting to discuss any final decision on the proposed involvement in a consortium that wants to buy Sealink, British Rail's ferry subsidiary. The Sealink deal was an exciting possibility and would help NFC to become a more broadly based international transport group.

Chancery Lane Japet, the merchant bank that assembled the consortium, approached NFC nine months ago.

Doubts surface on Reuters' share restructure plans

BY CHARLES BACHELOR

THE REVISED share structure of Reuters, the international news agency, is unnecessarily complicated and may present many investment managers with a difficult choice about whether to subscribe for the shares.

This was a widespread reaction in the City of London to the announcement from Reuters last week that 25 per cent of its shares would be reserved for its existing newspaper shareholders with four times the voting rights of the shares to go on offer to the public.

Whether investment managers' distaste for unequal voting rights attaching to different classes of share means that they will refuse to subscribe for fewer shares or expect the price to include a discount is unclear, however.

The next 12 months up to the planned mid-May flotation will in any case be a period of intense debate among pension funds, insurance companies, stockbrokers and investment trusts over the merits of the new share structure.

Apart from City of London doubts about the proposed flotation, Reuters will also have to contend with continued criticism from a small number of Labour MPs and concern among its own workforce about the company's share incentive scheme for senior managers.

Mr Conor Fahy, an analyst with stockbrokers Teather & Greenwood, said: "The share structure of Reuters is so complicated it will affect the share price. It is rather like the horse designed by a committee - they have produced a camel. By having both A shares with extra voting rights and a founders' share controlled by the trustees they have gone in for overkill."

Mr Eric de Bellague of stockbrokers Grenfell & Colegrave said: "The restricted voting rights of the ordinary shares must be regarded as having a marginally negative influence."

A number of investment managers also expressed doubts about the plan. "The shares who put up the money should have the votes," said one.

A number have bitter memories of trying to influence the boards of companies which have normal share structures and do not relish the prospect of contending with a company where their powers are restricted from the start.

They are keen to remove some of the mystique which has grown up around Reuters. The company does not have a monopoly in its field and is vulnerable to the entrance of new competitors in its markets, they said.

Institutions might voice their displeasure by refusing to underwrite

the share issue although they would be willing to take up the shares.

They could also instruct managers of their active portfolios, who are given great freedom to seek out attractive special opportunities, to avoid the Reuter shares. The managers of passive portfolios, who aim to keep their yields in line with the FT All-Share Index, would probably have to include the stock in their lists however, given its likely importance in its sector of the stock market.

Analysts agreed, however, that while some institutions might be barred by their trust deeds from investing in restricted voting shares, other factors will have a stronger influence over the willingness to invest.

Reuters' rapidly growing profits will be a major incentive. Pre-tax profits at the news organisation rose 123 per cent to £36.7m in 1982 from £16.4m the year before. Mr Nicholas Ward of stockbrokers Croswells forecast a 1983 pre-tax profit of £50m last November, but said he now expects profit of £60m-65m.

Reasons for the upward revision were the buoyancy of world financial markets - to which Reuters sells its electronic business information services - and the recent strong performance of companies such as Exel and Datasream, which also distribute financial information.

Mr Fahy said he expected Reuters to announce a 1983 profit of £53m, rising to £75m-78m in the current year ending in December. The success of the Reuters flotation, which is expected to be carried out in both London and New York, will also depend on the numbers of shares on offer.

The public offering will be made from the B shares, which will comprise about 75 per cent of Reuters' total equity. No decision has yet been taken on how many will be placed.

This will depend partly on how many new shares are created by Reuters to meet its own funding requirements, and how many shares the existing newspaper owners are willing to sell.

Analysts generally expect no more than 25-30 per cent of the shares to be placed. Any more and investors' willingness to subscribe, particularly in the light of the limited voting power, would be overtaxed, they said.

Much will also depend on the time limit set on any further sale of Reuters shares if the company and its financial advisers decide to place the shares in more than one tranche.

Nuclear treaty may be broken, inquiry told

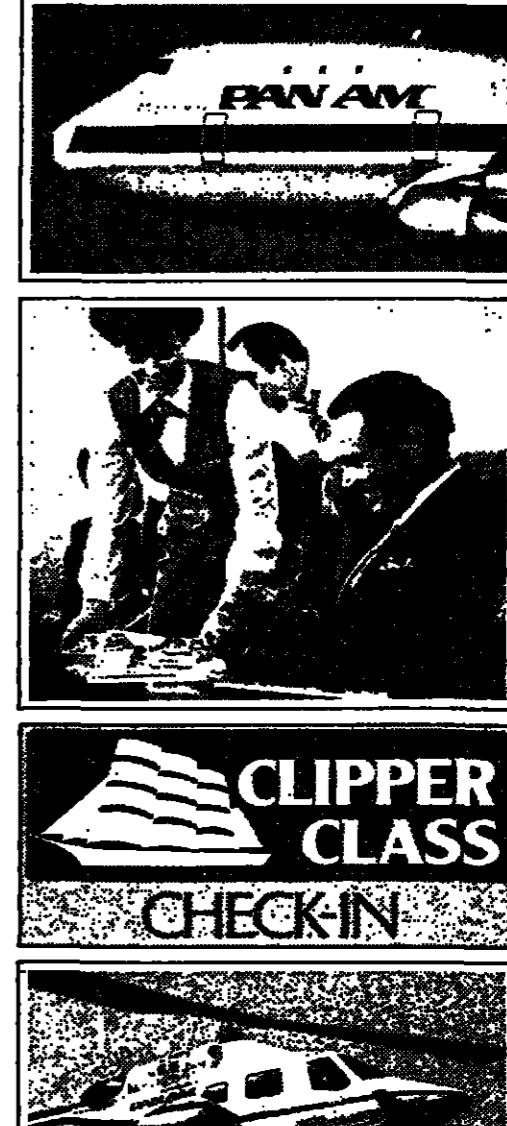
BY FINANCIAL TIMES REPORTER

THE INSPECTOR at the Sizewell B inquiry is being asked to reject the power station plan because of the alleged risk of the nuclear non-proliferation treaty being breached.

The environmental pressure group Friends of the Earth has told the Inspector, Sir Frank Layfield QC, that the Westinghouse Corporation of the United States could try to use a reactor to sell its pressurised water reactor to customers forbidden under U.S. law.

Mr Walt Patterson, a witness for the group, claimed the go-ahead for Sizewell B, which is based on the reactor developed by Westinghouse, would open the way for the corporation to benefit from export con-

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UK NEWS

LONDON BUSINESS SCHOOL'S ECONOMIC OUTLOOK

Inflation rate expected to stay around 5% in next three years

BY MAX WILKINSON, ECONOMICS CORRESPONDENT

THE LONDON Business School has become considerably more optimistic about the Government's chances of holding back the forces of inflation for the rest of this Parliament.

In its latest forecast, published today, the school's centre for economic forecasting suggests that the inflation rate will remain at about 5 per cent until 1987. It is predicting that the yearly increase in the Retail Price Index (RPI) will be 5 per cent towards the end of this year, falling to 4½ per cent by the end of 1985, then rising to 5 per cent in 1987.

This forecast, which partly reflects a much improved financial section of the centre's model of the economy, is accompanied by a firm re-emphasis of the role of monetary discipline in tackling inflation.

The new prediction is a substantial change from the last forecast published in October, when the centre said the inflation rate (measured by consumer prices) would rise steadily to 7½ per cent by 1987. This prediction has been revised to just under 6 per cent. These figures are slightly higher than the inflation rate measured in terms of the RPI, which was not previously predicted by the centre.

The extent to which the inflation rate has fallen in the last two years

has surprised the school in common with most other forecasters. It thought that the persistently high growth of the money supply would lead to some acceleration of the inflation rate.

It now believes, however, that much of the growth of different measures of the money supply, particularly sterling M3 (cash and bank balances) has reflected changing financial behaviour rather than an underlying acceleration in the demand for money.

The school believes that behind these notoriously confusing signals given out by the monetary statistics policy has remained fairly tight. The institute believes a less virtuous circle of cause and effect will be established – a rise in import prices raising domestic inflation and giving an upward push to wage settlements.

The rising UK inflation would in turn tend to depress sterling. On this view the institute is predicting an inflation rate of nearly 8 per cent by the end of next year.

The London Business School, while disagreeing with this outlook, acknowledges the uncertainty.

Economic Outlook from the London Business School Centre for Economic Forecasting, Gower Publishing, Gower House, Croft Road, Aldershot, Hampshire, GU11 3ER. Subscription: UK £80, Europe £170, all other territories £210.

FORECASTS FOR THE UK ECONOMY

	1983	1984	1985	1986	1987
GDP average of output and expenditure measures	2.7	2.8	2.1	1.7	1.2
Consumer spending	3.7	2.6	1.9	2.0	1.7
Exports	1.3	4.5	3.3	2.8	2.1
Imports	5.4	6.2	2.5	3.7	2.2
Retail Price Index (fourth quarter except 1986 and 1987 which are average for year)	5.0	5.0	4.5	4.8	5.8
Unemployment (adults, millions)	3.0	2.9	2.8	2.6	2.5
Current account of balance of payments (£bn)	1.7	0.9	1.5	1.5	0.5
Public Sector Borrowing Requirement (financial year £bn)	10.8	8.2	7.3	6.2	6.0

Hopes rise for new technology agreement

By David Goodhart, Labour Staff

THE CHANCES of a national enabling agreement for single-keytraking in the provincial newspaper business have been given a substantial boost.

The National Graphical Association, the main printing craft union, and the Newspaper Society, formally agreed to a five-newspaper survey of the manpower effects of single-keytraking.

That agreement had been expected but none the less opinion on both sides of the industry is now far more optimistic about doing an overall deal than was the case six months ago. The talks on single-keytraking – launched by the employers – have, however, begun.

The commission wants the Government to announce a ban on the burning of stable to take effect in five years. It believes that only such a measure will oblige the necessary investment to develop ways for the profitable use of the surplus straw, for example as animal feeds, fuels, or soil conditioners. It also recommends more Government research into these uses.

Motor vehicle exhausts: The ideal engine would emit only water vapour, carbon dioxide and nitrogen – all harmless. In practice engines also emit nitrogen oxides, carbon monoxide, hydrocarbons and particulates, including lead. Exhausts are the main source of air pollution by these agents, the report says.

It warns the Government that, in implementing its intention of introducing unleaded petrol, no increase should be permitted in cancer-causing hydrocarbon emissions from vehicles.

The report also finds smoke emissions from diesel engines "in many circumstances at an unacceptable level." It urges more Government research into electronic engine control for diesels, and better methods

New pollution legislation urged

David Fishlock, Science Editor, examines a report on progress in pollution control which recommends an international review of dumping in the North Sea.

NEW LEGISLATION to curb pollution from straw burning by farmers and smoke from diesel engines are among the 52 conclusions and recommendations of last week's wide-ranging report from the Standing Royal Commission on Environmental Pollution.

Its appraisal of Britain's progress in pollution control in the last 10 years ranges from praise for the safety record of the nuclear industry to concern about the use of the North Sea as an industrial waste dump, and about the pollution potential of newer industries such as electronics and bio-engineering.

Straw burning: Widespread public criticism last year helped to draw attention to a form of pollution "which we believe calls for more reliable methods of control if it is not to become a regular problem", the report says.

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The report also finds smoke emissions from diesel engines "in many circumstances at an unacceptable level." It urges more Government research into electronic engine control for diesels, and better methods

of assessing smoke emissions from diesels.

The commission recommends new legislation "to enable local authorities to take proceedings directly against operators of vehicles emitting excessive smoke."

Acid rain: The report acknowledges "uncertainties over the origins and effects of acid deposition," but says 63 per cent of sulphur dioxide and 48 per cent of nitrogen oxide emissions in Britain come from several decades of nuclear power development.

It supports a "modest increase in nuclear power capacity as part of a strategy for reducing dependence on fossil fuels as a primary energy source and for reducing the polluting effects of their combustion."

The report acknowledges that a "rapid extension" of nuclear capacity may emerge as the best way of reducing atmospheric pollution from energy production. But it urges the Government to heed the principles of its sixth report, particularly on safety and radioactive waste disposal.

It also urges the CEBG to make pilot studies in the next five years of the technologies already available for reducing sulphur dioxide emissions. It argues that this would be prudent "not least to gain appropriate technical experience and to encourage relevant innovations in British industry." It would also avoid the risk of expensive crash programmes using imported equipment.

Energy production: The report endorses the statement made in an earlier review from the Royal Commission, their sixth report on nuclear energy in 1978, namely that it favours an energy strategy that offers the prospect of least environmental damage.

The report also finds smoke emissions from diesel engines "in many circumstances at an unacceptable level." It urges more Government research into electronic engine control for diesels, and better methods

of assessing smoke emissions from diesels.

The commission recommends new legislation "to enable local authorities to take proceedings directly against operators of vehicles emitting excessive smoke."

Formaldehyde in homes: Despite recent publicity of the alleged hazards of the gas seeping from cavity wall insulation, the report sees no justification at present for further regulations on the use of formaldehyde or the ending of its use in cavity wall insulation.

Asbestos in homes: It acknowledges the widespread public concern about asbestos in old buildings and power stations but finds "no appreciable risk to the general public from exposure to asbestos in household articles or in other products containing white asbestos provided they are in good condition." But it warns builders and DIY enthusiasts that they may be put at risk during house improvements.

The report calls for an independent international review of the dumping of industrial wastes in the North Sea. Although the commission has found no substantial threat at present, it believes the future health of the North Sea "cannot be assured if the present pressures increase." The report also recommends further studies on the input and effects of contaminants to the Irish Sea.

Britain's beaches are another serious worry. The commission wants the Government to set an early date, "at least within five years," for the cessation of all tipping of colliery waste on Britain's foreshore, with plans for cleaning up the beaches affected.

Royal Commission on Environmental Pollution, Third Report, Tackling Pollution, Experience and Prospects, Cmnd 9142, HMSO, £10.75.

Companies break down barriers to new working practices

BY DAVID GOODHART, LABOUR STAFF

A GROUP of more than 50 leading companies is encouraging the introduction of radically new working practices in manufacturing industry.

The companies have been part of an experiment conducted by the Technical Change Centre aimed at breaking down the historic barriers between craft skills in the process industries. They include companies such as BP, Cadbury Typhoo, Allied Breweries ICI, Rolls-Royce and Blue Circle Industries.

Dr Michael Cross, senior re-

search fellow at the centre, said many of the companies had used the workshops to compare notes on agreements they had negotiated for multi-skilled craftsmen, combining craft and process jobs and creating new skilled-unskilled hybrids.

He added: "These agreements are now spreading quite fast among a group of leading companies. Whereas in the past companies have had good agreements on paper but not been able to apply them, these agreements appear to be sticking."

The centre has been monitoring

Second bid for transatlantic cheap flights

By Michael Donne, Aerospace Correspondent

LOW-FARE competition on the North Atlantic air route may increase substantially this summer if a new airline, British Atlantic Airways, is granted a licence to fly between Gatwick (London) and Newark (New Jersey) at a public hearing this week.

British Atlantic, subject to UK Government approval, plans to offer an introductory single fare of £100 between June 15 and 30, rising to £110 from July 1 to September 15, with a weekend surcharge of £10 on Friday, Saturday and Sunday flights.

People Express, the low-fare US airline, already serves the route, and will be charging £100 single this summer. Mr Donald Burr, chairman of People Express, has said that he would welcome competition from British Atlantic, believing that it will stimulate more traffic.

British Caledonian Airways, which holds a London-New York licence, but does not use it, is objecting to the British Atlantic bid, but British Airways is not.

In its detailed submission, British Atlantic says that in the first full year of operation it would expect to carry about 185,200 passengers on the route, compared with 224,800 carried by People Express.

The latter airline, which started operations on the route early last summer, had carried 110,000 by the end of January and plans considerable expansion this summer, with its existing frequency of five flights each way a week rising to a daily service from March 30.

British Atlantic plans to fly daily, using a Boeing 747 with 480 seats, all economy class. There will be no reservation restrictions, but full payment must be made on booking, and no refunds will be given.

This will be British Atlantic's second bid for a North Atlantic licence. An earlier bid, for a specialist business-class service, was rejected by the Civil Aviation Authority but is to be reheard after an appeal to Mr Nicholas Ridley, Transport Secretary.

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Inflation rate expected to stay around 5% in next three years

BY MAX WILKINSON, ECONOMICS CORRESPONDENT

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The extent to which the inflation rate has fallen in the last two years



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FINANCIAL TIMES

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Monday February 27 1984

Europe at a turning point

THREE weeks from now, the European Community will be facing the moment of truth. Either the heads of state and of government will be getting a grip of what is needed to drive through the present crisis towards a more constructive future, or else the Community will be in grave danger of falling apart as an operating enterprise. It is absolutely vital, for all our sakes, that they show more wisdom and courage at the Brussels summit than they did at Athens.

If they are to do so, they must also recognise that this crisis has general and profound, rather than narrow and particular causes. Newspaper headlines may suggest that the arguments are about the exhaustion of the Community's budgetary resources, or Mrs Thatcher's repetitive demands for budgetary rebates from Brussels but these are just the contingent issues of much deeper problems which have been dragging the Community down for over a decade. Unless these deeper problems are acknowledged and tackled, any "progress" claimed at this or future summits will prove ephemeral and deceptive.

The British budgetary grievance is merely the outcrop of the disequilibrium which has been petrified in the Community's balance of policies for over 15 years. It is customary to claim the common agricultural policy as the Community's greatest success. This claim calls for two major reservations.

High-price policy

First, the apparent success of the CAP is turning, through its very achievements, into an ever more apparent failure. A high-price policy, coupled to modernisation and improved productivity, has led to a rapid increase in output which may have been gratifying when Europe was a large importer of temperate food-stuffs. But the costs of this success are now rising unsustainably.

The consumer pays excessively through high prices in the shops, the taxpayer (in some countries, like Britain and Germany) pays excessively through subsidies to store or export the unsaleable surpluses; yet still the farm-gate prices are not high enough to maintain farmers' incomes or, all too often, especially in France, to prevent lawless demonstrations by rural mobs. No sane government can possibly defend, in the name of the Community, the bottom line of a policy which produces such discontent all round.

Second, it is possible to claim success for the CAP only by contrast with the gross failure of the member states to live up to their treaty obligations, ratified a quarter of a century ago, to create a truly common market in industrial goods and services. For industrial goods, according to Commission calculations, internal frontier obstacles to trade add 5-10 per cent of costs; for some financial services, like insurance, there is no free trade at all. The link between higher living standards and the efficient functioning of Community markets seems to have been forgotten.

Nationalist reflex

Behind these particular failures and imbalances lies the nationalist reflex and the legacy of Gaullism. Since the recession induced by the first oil shock a decade ago, all governments have attempted to shore up their domestic positions by interventionism, welfarism and nationalist devices for promoting the home economy; and these instincts have been reinforced by the Gaullist demand for the right of unquestionable veto in the Council of Ministers, and for the impoverishment of the role of the Commission and the European Parliament.

At the back of everything else lies the ambiguity of the political significance of the Community as a compact between the member states. In the beginning it was conceived as a political enterprise; since then this conception has resurfaced, valuably but anaemically, in the co-ordination of member states' foreign policy when it suits them. Yet the fundamental question of where they stand in relation to the super-powers has remained unanswered.

Sharp reduction

Some of the necessary responses to these problems are clear, at least in essence. There must be a durable settlement of the British budgetary complaint, not just because Mrs Thatcher and the House of Commons will settle for no less, but because the Community can no longer put up with this dispute.

Much more important is the problem of the farm policy. It has long been apparent that the Community cannot meet the combined needs of the consumer, the farmer and the foreign trade policy by manipulating the single mechanism of price. This problem will not be solved by increasing the Community's financial resources.

Sooner or later, it will be necessary to separate the support of farmers' incomes from that of producer prices, and the sooner the better. The Commission plans for curbing surpluses are far too timid. What is needed is a sharp reduction in cereal and milk prices, combined with social support for the incomes of needy farmers, funded in appropriate proportions by the Community and national budgets. That would ease the pressure for over-production, it would ease the trade frictions with the U.S., it would ease the British budgetary problem, and it would relocate the social problem of the rural areas where, for the moment, it belongs, in the national capitals.

Long transition

The Community is offering Spain and Portugal an unusually long 10-year transition to full participation in the farm policy. This toughness is realistic; but it is only reasonable if it is accompanied by equal radicalism in the reform of the CAP.

On the institutional front, it is evident that, with the entry of Spain and Portugal, the habitual use of the national veto must go, and the member states must confer more responsibility on the Commission and the Parliament. And that means making sure that in future the Commission is once again led by people of real stature. Otherwise, the decision-making glue will set fast for ever.

But no amount of juggling with monetary compensation amounts, co-responsibility levies, production thresholds or safety-nets will do any good unless the member states can approach a closer understanding of the political commitment implied in their membership of the European Community. Hitherto the Irish, the Danes, the Greeks, the British have luxuriated in the soft option of pseudo-Gaullism. But nowadays even the French seem to have realised that that is not a viable policy. If Europe is to have any secure future, it lies in the Community.

A LURID poster depicting a monstrous King Kong but with the head of the Prime Minister, smashing its way through some of Liverpool's most famous buildings rolled off the city council's presses and into the streets last week.

From the municipal heart of Britain's fifth largest city, the left-wing driven Labour administration has been pushing on towards what may prove to be the biggest confrontation between a local authority on one side and central government and the law on the other which Britain has so far seen.

Liverpool City Council, whose politics have been deeply penetrated by the influence of Militant Tendency and the youthful Hard Left since last May's local elections, has moved towards a deliberate refusal to balance its books.

The Labour group, which has an overall majority of three in the 99-member council, has declared that it intends to decline at its budget meeting next month either to raise rates or to implement expenditure and service cuts to fund its £250m spending programme.

If it does, the prospect then will be of Government control of the city through commissioners, and surcharge on — and eventual bankruptcy of — councillors on a much greater scale than occurred at Clay Cross 12 years ago. All this would be against a background of severe social strains, most dramatically underlined by the Toxteth riots in 1981.

The Labour plan may fizzle out. At least two Labour councillors say they will not vote for an illegal rate and up to a further eight might be wavering. Moreover two public sector unions have refused to support a strike on budget-fixing day.

Yet whatever happens Liverpool encapsulates, albeit in an exaggerated form, the growing political and financial tensions between Mrs Thatcher's Government and many other local authorities whose spending powers have been increasingly constrained in real terms at a time of ever heavier demands on many of the services.

Many Labour councillors and MPs are for this reason very sympathetic to the Liverpool council's position but they have been dismayed and embarrassed at what they have seen as a headlong tilt towards confrontation, and moderate Liberal and Conservative forces unable to get on with each other has added to an abiding impression of political

Why councillors are challenging Thatcher

Liverpool: the Left goes for broke

Nick Garnett reports on the tensions in the UK's fifth largest city

within the council, which is now operating to the accompaniment of accusations of "pathological lying," "kamikaze tactics" and "banana republics" is rooted in Liverpool's politics and history. Liverpool is an embattled community living in an atmosphere of massive unemployment, urban blight and deprivation, with a history of militancy which has rolled up from the docks into heavily unionised factories and into the local body politic. It has been a breeding ground for left-wingers. It is an atmosphere which has even thrown the local Press and the business community onto the defensive. The past decade of hung councils, with the next largest group the Liberals unable to stamp their influence, and moderate Liberal and Conservative forces unable to get on with each other has added to an abiding impression of political

drift. The city has special social problems and the Labour administration inherited a Liberal budget which demands about £8m in cuts just to avoid Government overspending penalties. Mr Patrick Jenkin, the Environment Secretary, accepts that Liverpool has special handicaps but argues that there is room for cuts in non-essential services and manpower — or for higher rates.

The council has suffered a £120m reduction rate support over the past five years though this does not take into account changes in the funding relationship between it and Merseyside County Council, nor the special government injections of money into Liverpool.

In the face of this, the Labour group has increased spending and its proposed £250m budget compares with the £216m tar-

get given to it by Whitehall. Councillor Derek Hutton, the 36-year-old deputy council leader since last autumn, Militant supporter and the Labour group's aggressive new public voice, says that the gap would have to be met by a rate rise of at least 70 per cent. Mr Hutton says it would mean an eventual rise of 200 per cent or 5,000 job cuts.

Labour says the serious problems of the city cry out for more expenditure and it will not deliberately increase unemployment. It claims that the Government has turned its back on the city, but it will not. The Labour group is also challenging the Government's handling of the services and manpower — or for higher rates.

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inviting the Government to do its worst in the hope they will be able to build radical change from the ensuing rubble, even, that the Government might fall.

The Opposition seizes on this. It says that Labour is driving business away from the city. "They are cold-blooded mercenaries only interested in increasing degradation and despair," says Sir Trevor Jones, the Liberal leader. "Financially bankrupt paves revolutionary politics adds up to catastrophe."

But Labour did finally win an overall majority last May (with some remarkable swings) on the back of a manifesto against job cuts and rate rises and there is no question that a significant section of the Liverpool electorate supports its stand. Whether that will remain the

THE POSSIBLE CONSEQUENCES OF THE FAILURE TO FIX A RATE

WHAT WILL actually happen if Liverpool Council fails to fix a rate to cover its budget at the rate-fixing meeting on March 29, a Friday and the last working day before the end of the current financial year?

The position is far from clear, has never been tested and is worrying Government lawyers and civil servants alike.

Any ratepayer can challenge his council in the courts under the General Rate Act 1967 for blatantly and deliberately flouting its obligation to fix a sufficient rate. One ground for challenge would be that the decision was reasonable that no reasonable council could have made it.

But even if this legal challenge succeeds, then what? The court can only declare

the rate void; it cannot substitute its own view of a reasonable rate. It would therefore probably send the council back to make a "proper" rate.

Unless the court also determined a deadline, the council would have until March 31, 1983 to make a rate for 1984-85, although leaving it that late, and so having no rate income during the year, could also be open to challenge for unreasonableness.

The court could decide that the failure to comply with its instruction to make a proper rate is contempt and those responsible for the resulting default could then be fined or jailed. An abstention or unqualified absence on rate-fixing days by a councillor is unlikely to be good enough; a vote against an insufficient rate and an attempt to introduce a proper rate is prob-

ably necessary to be absolutely safe in law.

Another possibility is that there will be no legal challenge and the council just goes on until it runs out of money later this year. The Local Government Finance Act 1982 allows short-term temporary borrowing to cover shortfalls in revenue but such borrowing in one financial year would be a first charge on revenues of the next. Either a higher rate rise would be needed to square the books in 1985-86 or the council would continue its policy of deficit and run further into the red in that year.

At this stage any local government elector in Liverpool could apply to the Audit Commission for an extraordinary audit of the council's previous year's (i.e. 1984-85) accounts. The Commission can itself decide to

have such an audit or the Environment Secretary can tell it to have one.

If the auditor then decided some payments had been contrary to law and successfully applied to the High Court for a declaration to that effect, the question of surcharge and disqualification arises. The personal surcharge on the basis of the proposed 1984-85 budget would be about £600,000 on each of the 51 Labour councillors to make up the £3m which is the portion of the £230m budget for which they are not prepared to levy a rate.

If they cannot pay, they

would each be liable for personal bankruptcy and disqualification from public office for five years. The disqualified councillors left would then be required to fix a proper rate and/or make cuts to balance the budget.

Men and Matters

Who's who in the City

"Every aspect of the City of London is documented except the most important one of all — its people," says Elise Smith, an American lawyer, married to an Englishman, and resident in the UK for the past 13 years.

This summer, with her friend Laura Phillips, wife of a senior civil servant, Smith intends to fill that gap by publishing a new who's who of the City to be called Becket's Directory.

The idea came to her, she says after "years of trying without success to penetrate the wall of inscrutability and self-effacement with which senior City figures like to surround themselves."

But now that the first approaches are being made to some 2,000 top names in banking, broking, insurance, accountancy, fund management and the law, Smith is finding — with one notably crusty exception — that those apparently hitherto retiring shapely and responding with pleasure to the camera. Smith and Phillips have set up their own company for the venture which they are financing themselves. The directory will carry no advertising.

An advisory committee of experts in each financial sector has been formed to help them compile it. And author Anthony Sampson is to write the preface.

Market research reveals a potentially substantial demand for the directory — whose title, though suggestive of an old-established British firm, in fact derives from Smith's maiden name.

China service

If Marco Polo had been an investment banker, his biography would have read much like that of Dr Ralph Franklin Calatchi, who has just launched a joint venture with Wood Gundy, Canada's largest investment bank, aimed at opening an affiliate office in Shanghai.

If this unusual partnership succeeds, it will be the first foreign investment banking

operation to take root in modern China.

Born in France, and a student of anthropology at the Sorbonne, Calatchi worked for Kuhn Loeb in New York, then moved to Nikko Securities in Tokyo "to learn from within" the secrets of dealing with Japanese bankers.

From Tokyo — "the happiest period of my professional life" — he joined Banco Union, Venezuela's largest private financial and banking group, working for its merchant banking arm.

But since 1979, the passion of Calatchi's life has been China. In an act of audacity, he gave up his job to join the intensive language course at Cambridge University; and he has since spent two years at Peking University learning not only to read, but to write, Chinese.

Now his search for "a little niche where I could do something others couldn't do" has come to an end. Ted Macland, chairman of Wood Gundy, says: "We have known Dr Calatchi

for many years. In our business, your primary assets are your people, and in Dr Calatchi, I think we have found a person who can open doors for us."

The first door he will have to unlock is approval for the affiliate company — to be called Wood Gundy Calatchi China Investments (WCI) — to set up in Shanghai.

Calatchi and Wood Gundy have chosen the "Quilin," a mythical Chinese animal, skin to a unicorn with green scales, as WCI's logo. It supposedly combines the appeal of a dragon with the mystery and power of a phoenix; but, above all, it is thought to bring the luck which the improbable partnership will need in good measure.

Advice offered

There does not appear to be a trade union catering for former presidents. Perhaps there ought to be one, given the accident-prone nature of the job.

An enthusiastic recruit would be Peter Binaisa, aged 62, who was president of Uganda for 11 months following the ousting of Idi Amin, only to be deposed himself by a military commission.

A London resident for the past two years, Binaisa is acting now as an adviser on African affairs. But clearly he is less involved at first hand with Africa's economic progress — political affairs being a no-go area for cautious former presidents.

A union for former presidents would presumably insist upon some rules to protect its members. Binaisa says he has come against a curious impediment to his securing work. "People tell me that I am over-qualified."

He couples with his experience as president of Uganda (population 14m), five years as the first Uganda-born Attorney-General, and seven years representing a number of African

countries on the International Commission of Jurists in Geneva. He is a British-educated lawyer, a Queen's Counsel, and a member of the New York bar where he practised for two years in the 1970s.

Authorship may yet take an important slice of Binaisa's time. He is starting on a book tracing the development of English-speaking East Africa before and after the nation's independence.

Carried away

"It's just like going to the pictures," enthused one of the 2,000 or so shareholders who gathered for the annual meeting of the National Freight Consortium at Wembley conference centre on Saturday.

The AGM, reckoned to be the largest of its kind in the world, certainly had plenty of showbiz style about it. The tone was set by an opening film about the company which owed more to Stanley Kubrick's *2001* than the more down-to-earth NFC concerns of parcels and package holidays. And there were interludes of "psychedelic" music.

I hope we didn't go over the top," said NFC chairman Sir Peter Thompson at the end of the three-and-a-half hour show. It cost £30,000 to stage, and hundreds of shareholders arrived from all over the country for it.

After Thompson had told the gathering "what a lovely company we are," he got a vote of thanks from Australian shareholder Brian Carter, who had flown in especially for the event.

Then, an hour late, everyone went off for lunch — appetites sharpened by the news that their shares were now worth £2.60, a fivefold increase in two years.

Stiff task

American woman overheard in a Mayfair bar: "Joe's not as limber as he used to be. These days, it's as much as he can do to touch his knees without bending his toes."

Observer

STOP the DESTRUCTION of OUR CITY



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U.S. ANTI-TRUST POLICY

Bigness isn't bad, but . . .

By Terry Dodsworth and Stewart Fleming

RARELY CAN any recently appointed young bureaucrat have run into such a storm of abuse and criticism as Mr Paul McGrath, the new head of the Justice Department's antitrust division, has faced only two months in the job.

Within hours of recently announcing his opposition to the proposed \$600m merger of LTV and Republic Steel, he was being denounced up and down the country, not only in steel company boardrooms, but by his own colleagues in the Government.

Mr Malcolm Baldrige, the Commerce Department Secretary, fulminated in public against the decision, saying that it would "prevent the steel industry from taking the actions necessary to enable it to be competitive in world markets," while Mr Bill Brock, the White House's Special Trade Representative, added furiously that "we impose greater trade barriers on ourselves than other governments impose on us."

The steel industry was even less polite. "He's a turkey," exploded one apoplectic executive. "He can't last. He has done something so unbelievably stupid."

The simple explanation for this wave of protest was that the big steel companies, Wall Street and some members of the Government had decided some time ago that reorganisation of the steel industry had become a priority and were banking on it. Only days before in another anti-trust case, two giant oil companies, Texaco and Getty, had been allowed to bring on the world's largest merger, which would almost certainly have been rejected by any pre-Reagan anti-trust regulators.

If the \$10bn oil deal had been allowed to go ahead, the protest seemed to be saying, why should the proposed LTV-Republic Steel deal be blocked? Indeed, Mr Baldrige and his supporters have been arguing that the mergers were the way to go about sorting out the steel industry's financial problems, while heading off the protectionist pressures which have built up as the industry slipped into losses of \$6bn over the last two years.

The apparent contradiction between the two decisions is only superficial, however. In both cases, the anti-trust authorities applied the rules as they stand. Indeed, Mr McGrath

McGRATH: HEADLONG INTO CONTROVERSY

BY TRANSFERRING Mr Paul McGrath from the Justice Department's civil division to head the anti-trust division, the Reagan Administration has deftly killed two birds with one stone.

It has avoided potentially troublesome Congressional hearings over its choice, which the appointment of an outsider would have incurred; and it has replaced the abrasive, professional style of Mr William Baxter with the polished and charming of a professional Wall Street anti-trust lawyer.

"Bill was inclined to treat senators and congressmen as though they were rather dim students in one of his Stanford classes," says an official who has worked with them both. "Paul listens, treats other people's views with

deference, and then sets on with doing more or less what Bill would have done in any case."

The advantages of this more conciliatory approach are obvious in an election year. However, they have not helped Mr McGrath with his first major decision—to block the proposed LTV/Republic Steel merger. He must have known that this would pitch him headlong into controversy. But he argues that there was no other conclusion possible under the rules and, at the same time, he has shown plenty of political nous in his presentation of the judgment.

By contending that existing quota protection for steel has already distorted the market

he has effectively made a pre-emptive strike against the counter-argument that his opposition to mergers will cause further protectionism. In addition, he has left himself room for negotiation by offering Justice Department help to the steel industry in restructuring—both things which Mr Baxter might not have done.

He believes that the offer of advice to industry falls within the spirit of the law, a point which some anti-trust purists might dispute. The steel industry is in crisis, he says, and the Government has a duty to respond. "In saying that, we are not for or against industry. We are for a strong economy, and that is in everybody's interest."

is genuinely astonished that anyone who had read his department's merger guidelines could ever have believed that the steel deal would be allowed—the market share in key areas were clearly over the permissible levels. "As a matter of law enforcement there was no other decision possible," he says.

Crucially, his judgment included a pace-setting offer of help to reorganise the steel industry in ways which would not fall foul of the anti-trust regulations. He emphasised his concern that the industry was in trouble, and suggested a range of potential solutions—asset swapping, or inter-company supply arrangements for everything from raw materials to semi-finished products.

"He kicked the door shut and opened a window," is how Mr David Healey, of brokers Drexel Burnham Lambert, summed up this radical move. According to anti-trust experts, this is the first time in post-war history that the department has offered to help industry reorganise in this way. Some specialists claim that it could be prompting the steel companies to fight with action which, under a stricter regime, would itself have been condemned under the

restraint of trade restrictions. The way in which the steel judgment was phrased links oil decision as well as with the earlier anti-trust activity of the Reagan Administration. This common thread lies in the concept of economic efficiency that began to be applied decisively to anti-trust decision-making by Mr William Baxter, the Stanford University professor who brought intellectual clout to Reagan Administration competition policy when he was appointed as Mr McGrath's predecessor.

Despite this rejection of traditional trust-busting ideas, the new Baxter-inspired regime has not simply surrendered to big business. In new merger guidelines published by the Justice Department in 1982, Mr Baxter identified the main problem area as horizontal concentrations of market power, where the combination of two companies would increase their hold over the consumer. In Baxter's book, vertical mergers, where manufacturers combine with the distribution chain, were much less pernicious.

This new focus on horizontal mergers was accompanied by a more analytical, but also more flexible, definition of market power. One innovation was an arithmetical formula for estimat-

ing market shares—the so-called Herfindahl-Hirschman Index. Another, more controversial move, was to broaden the scope for defining geographic markets, putting heavy emphasis for the first time, for example, on the global dimension in competition. The guidelines also attached greater weight to the possibility of new competitors entering the market in the event of a company using its position to raise prices, and on the ability of consumers to find substitute products.

Mr McGrath clearly considers that this shift to a wider market perspective means that it has become much easier for foreign companies to enter the U.S. market. The old ideas, he says, "were allowed to go to some extremes in blocking foreign take-overs."

How these definitions worked out in practice is shown in a series of judgments which have tackled five key industries. Two of these were the target of one of Mr Baxter's first decisions, his simultaneous announcement of the abandonment of the Justice Department's prolonged anti-trust suit against IBM, the world's largest computer manufacturer, and the agreement to break up AT & T, the country's telecommunications monopoly. These actions neatly demonstrated both the point about

because, in many cases, it believes that the way the law has been applied in the past has hindered competition rather than helped it.

It rejects, for example, the old populist notion that bigness is bad in the corporate sector. The aim of anti-trust law, the school argues, should be to ensure that the consumer can buy his goods at truly competitive prices and that markets are allowed to allocate resources throughout the economy—not to promote some form of social engineering as well.

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spending less than would otherwise occur.

Indeed, Mr Pauley himself admits that authorities capped under the new Bill will—even on his jaundiced estimates—spend some £200m less than they would if the Bill's powers were not available to constrain them.

How then did Mr Pauley reach his bizarre conclusion that the Rates Bill will cost £1.5bn? He first dazzled us with talk of computers. Then he produced a forecast of total spending by local authorities relative to the Government's (unenforceable) targets as in previous years—except in the authorities which will be capped when it is £200m lower. He chooses to ignore savings already being made by authorities anxious not to be capped. As a result he forecasts spending some £1bn to £1.5bn above targets in 1985-86.

To jump from saying spending will be up to £1.5bn above targets despite savings from rate-capping to saying spending will be £1.5bn above targets because of rate-capping is either an attempted sleight of hand or a crass logical blunder.

Peter Lilley,

House of Commons, SW1.

Robin Pauley writes: The article explained in detail how two amounts—£420m and £580m—might have to be added to the 1985-86 public expenditure target of an different aspects of the Rates Bill. All the figures resulted from running published Government and local authority data through a computer; all the assumptions used were published with the article and erred in favour of the Government's targets.

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FTI

Lombard

Another look at expectations

By Samuel Brittan

ONE OF the main reasons why the UK Medium-Term Financial Strategy was launched in 1980 was to influence the climate of expectations about monetary policy several years ahead. The hope was that if very large grainings and the financial markets could be convinced about the Government's long-term intentions, wage settlements and interest rates would both be lower, and so too would the unemployment rate of reducing inflation.

The same counterpoint has been adopted in more recent decisions affecting the oil and steel industries. In the Texaco/Gerry case, the Federal Trade Commission (FTC), which shares anti-trust enforcement authority with the Justice Department, and tends to follow a similar line, argued that there were very few markets in which the merger would give the joint companies a dominant position.

Where there were, it required divestiture. In the LTV/Republic, by contrast, the Justice Department found that in some product areas the merged company would control up to 40 per cent of the market—well over the limit set by the guidelines.

In the fifth case, the FTC has made an equally controversial foray into the car industry with its decision to allow GM and Toyota's joint manufacturing agreement in California. Not long ago, such a link between recognised price leaders in their respective markets would have been inconceivable. But the approval of the agreement, after a great deal of FTC-prompted recasting and against the furious opposition of Mr Lee Iacocca, Chrysler's chairman, demonstrated that the presumption is that GM will emerge from the experience as a more effective competitor and that the market place will thus be gingered up as well.

This agreement, like Mr McGrath's offer to the steel companies, also illustrated the degree to which the authorities have abandoned their old confrontational approach with the aim of supporting what they perceive as the long-term interests of the U.S. economy.

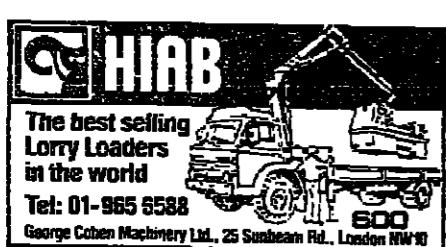
Traditionally, the Justice Department was a zealous collector of corporate scalps. Today, as the diminishing ranks of the anti-trust law practices testify, the authorities go out of their way to help restructure mergers in ways that do not infringe the law. "We no longer feel that we have to go out and win legal cases just to get notches on our belt," says an official.

It will be tempting to make any simple statement a target path for inflation itself. But that would be a mistake. For the Government can only try to impose the main constraint of a national cash limit; and the division of that limit between real output and inflation is outside its direct control—a fact itself desirable to emphasise. The new MTFS should state national cash limits or objectives as comprehensively and simply as possible before going into the monetary small print.

The importance of businessmen being able to speak Japanese when in Japan

From Mr N. Holden

Sir—In his article of February 8, Sir Hugh Cortazzi, the retiring British Ambassador, stressed the importance of British businesses being able to speak Japanese. In this "modern" way, UK companies are for the most part extremely unlikely to respond to the plea. Yet those who ignore the advice are probably unable to appreciate how dependent they are on Japanese competence in English or the part of English on the part of colleagues, market intermediaries and the widest possible range of organisational gatekeepers. Japanese have, however, with a working knowledge of Japanese—they can extend their operational networks in this "difficult" market. Let me demonstrate how this in a sensible way using some data which I gathered on a study



FINANCIAL TIMES

Monday February 27 1984



Terry Byland on
Wall Street

Mortgage trouble for corporates

THE LAUNCH last week of \$1.25bn in mortgage-backed bonds for Travellers Mortgage Securities marked another milestone in the phenomenal growth of this new sector of the U.S. capital markets. On size alone, the issue ranks among the largest private sector bonds, while its characteristics place it with the most recent developments in mortgage-backed securities.

The bonds, managed by Salomon Brothers, were issued as collateralised mortgage obligations (CMOs), backed by participation certificates (PCs) of the Government National Mortgage Association (GNMA) and the Federal National Mortgage Association (FNMA). CMOs are the latest innovation in the rapidly expanding Wall Street market for secondary trading in mortgage securities, and offer investors a spread of maturities for repayment of both capital and interest.

The growth of the secondary mortgage market seems likely to be remembered as the outstanding feature of the U.S. debt markets in the 1980s, and is already opening up a new trading area for Wall Street.

The secondary mortgage market in the U.S. was effectively created in 1970 when GNMA was federally authorised to guarantee securities backed by pools of mortgages. Mortgage lenders, by selling the GNMA certificates, were able to dispose of mortgage debt which had previously remained their vaults until maturity.

This "securitisation" of mortgage loans, carried out now by the Federal Home Loan Mortgage Corporation (Freddie Mac) as well as by the GNMA, totalled \$55bn last year, dwarfing the 1982 total of \$54bn.

Salomon Brothers, which was one of the first Wall Street entrants to this new area of the market and now takes more than a third of its net income from that source, puts the total of quoted mortgage-backed bonds at \$300bn, compared with \$12bn in U.S. Treasury debt and \$55bn in corporate bonds.

The reason for the market success of mortgage-backed securities is not hard to find. Over the past year, indeed over the past five years, the total rate of return on these bonds has outstripped that of their competitors.

Salomon's mortgage bond index returned 10.9 per cent last year, compared with only 4.7 per cent on high grade corporate bonds and only 1.65 per cent on 30-year Treasury bonds. Even taken over five years, and thereby taking in the period of high yields on corporate and Federal debt issues, the Salomon index still stands out with a return of 5.5 per cent against 3.9 per cent on corporates and 3.1 per cent on 30-year Treasuries.

There are indications, though, that the growing strength of the mortgage-backed securities sector is beginning to create strains elsewhere in the U.S. debt markets.

The chief sufferer from the arrival of the newcomer has been the market for corporate debt, which competes for similar sources of finance. The introduction of CMOs was aimed at securing a larger proportion of U.S. pension fund cash for the mortgage securities market. Pension fund managers have particular need for financial instruments of a varying length of maturity and found the full 20 or 30-year mortgage term a little too much.

Dr Henry Kaufman, the Wall Street interest rate expert, commented last week that new issues of mortgage-backed securities in 1983 "exceeded the gross issuance of new corporate bonds by more than 60 per cent". For good measure, he added that secondary market trading in mortgage securities had already surpassed that in the corporate bond market.

The possibility that corporate debt might be "crowded out" of the market, not by Federal deficit borrowing but by mortgage finance, is a new phenomenon for Wall Street.

The \$300bn of mortgage loans already securitised is only around 22 per cent of the total mortgage debt outstanding in the U.S. If not a single new mortgage was created in the U.S., there would still be \$1,080bn in mortgage debt available for securitisation, and therefore for entry to Wall Street debt markets.

A start has been made to bring seasoned mortgage debt to the marketplace. Last month saw \$500m of CMOs sold by the Federal Home Loan Mortgage Corporation, one tranche of which consisted of five year-old mortgages, on interest rates of an average 9 per cent.

This weight of prospective new entrants, with the sparkling record of the market, adds teeth to Dr Kaufman's prediction that credit demand from securitised mortgages will, "in time, infringe more and more on the financing alternatives of business corporations".

The increasing presence in the mortgage securities market of the pension funds and life insurance companies has substantially improved the flow of housing finance.

COURT RULING PERMITS U.S. INQUIRIES IN BRITAIN INTO ALLEGED FRAUD

UK co-operates in SEC probe

BY RAYMOND HUGHES, LAW COURTS CORRESPONDENT, IN LONDON

THE BIGGEST investigation ever made by the Securities and Exchange Commission into alleged violations of U.S. insider trading laws has spilled over to the English courts.

The High Court has ruled that the SEC can examine two former bank employees in London as part of its inquiry into \$8.2m profits made on the \$2.5bn takeover of Santa Fe International Corporation by Kuwait Petroleum Company in October, 1981.

It was the first time the SEC, a U.S. government agency which regulates the securities industry, had sought the help of a court outside the U.S. in one of its investigations.

At the end of a four-day private hearing Mr Justice Drake decided that the two men's testimony was genuinely required for, and would be used at, civil proceedings started by the SEC in New York, and that the SEC was not engaged on a "fishing" expedition.

The men the SEC wants to examine are former employees of the defunct International Resources and Finance Bank, Mr John Smit, acting executive vice-president, and

Mr Richard Harrison, portfolio manager.

The IRFB, incorporated in Luxembourg in 1977, with its operating base in London, was wound up in 1982.

The SEC believes a significant part - about 10 per cent - of the \$8.2m profits it is probing was made through orders placed in London with Santa Fe.

A High Court Master said the SEC could examine the two men, who appealed to the judge for the decision to be set aside.

Their case included a contention that their examination would involve them in breaking the confidential relationship between bank and client.

Rejecting that argument, Mr Justice Drake acknowledged that there was a public interest in maintaining that confidential relationship but, he added: "There is also clearly a public interest, and a very strong one, in not permitting the confidential relationship between banker and client to be used as a cloak to conceal improper or fraudulent evidence which would otherwise be available to be used in legal proceedings, whether here or abroad.

The commission said at the time that it had not identified the investors alleged to have acted on insider information. The purchases had

"do not hesitate in this case to find that the public interest is weighted, and very heavily weighted, in favour of the information given."

The takeover of Santa Fe International, a leading California-based oil drilling contractor and energy company by Kuwait Petroleum, which is owned by the Kuwait Government, was the largest single investment in the U.S. by an Arab oil producing company.

"John Doe," whose name has not been disclosed on the order of a New York judge, has testified that he is a Middle Eastern national resident in London, who assist agents in Saudi Arabia and the United Arab Emirates.

Also named as "nominal defendants" were Credit Suisse, Lombard, Odier and Cie and Chase Manhattan Bank.

The SEC alleges that Mr Fuhaid and John Doe were part of a group of people, including unknown customers of IRFB, who together purchased 3,500 call option contracts for, and 35,000 shares of Santa Fe stock, and made profits of about \$6.2m, having obtained advance information about the merger.

Part of the SEC's case is that a sum of \$800,000 was made on a stock option investment of about \$6,000.

emanated from foreign banks or foreign arms of U.S. banks.

The SEC started civil proceedings in New York against "certain unknown purchasers" of Santa Fe stock and call options, and Faisal Al Massoud Al Fuhaid and John Doe.

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INTERNATIONAL CAPITAL MARKETS AND COMPANIES

U.S. BONDS

Further fall in prices as hopes of Fed easing disappear

THE NEAR month-long decline in U.S. bond prices continued last week and long-term yields hit their highest level for over six months. Fears about the rapid pace of the U.S. economic recovery and the acceleration in inflation have dispelled any earlier ideas that the credit markets might have had that the Fed might ease its grip.

For much of the holiday shortened week bond prices drifted lower but on Thursday Dr Henry Kaufman, Salomon Brothers' chief economist, handed down another of his gloomy prophecies about the direction interest rates were heading. He reiterated his view that rates will "continue to rise irregularly" this year and next and that long-term government bond yields, currently a shade over 12 per cent, could top the previous peak of 13½

U.S. INTEREST RATES (%)

	Week	Week
Feb 24 Feb 17	10	10
1-month CD	9.50	9.50
3-month T-bills	9.13	9.05
30-year Treasury bond	12.10	12.01
AAA Utility	12.00	12.00
AA Industrial	12.85	12.63

Source: Salomon Bros. (estimates). In this week ended February 12 M1 rose by \$300m to \$532.9bn.

day that he expected the U.S. gross national product to grow at 6 per cent in the first quarter of this year and at 5 per cent in the second quarter. Virtually all the evidence to date suggests that the U.S. economy has been expanding at a fast clip - in the opening months of 1984. Mr Wengiowski believes that long-term government bond yields will hit 13 per cent by the year-end and three-month certificates of deposit yields could rise by around 130 basis points to around 11 per cent.

He argues that the U.S. credit markets have not yet discounted a significant increase in inflation. He is forecasting that it will be running at 6½ per cent at the end of this year and will be higher still in 1985.

Last Friday's January consumer price figures did little to boost the credit markets' frail confidence. U.S. consumer prices rose by 0.6 per cent, the steepest rise since last April and equivalent to a seasonally adjusted annual rate of 7.2 per cent.

Mr Lawrence Kudlow, a former senior budget official in the current administration, is one of several top economists who argues that the uptick in the U.S. inflation is far from temporary. He argues that a "stimulative fiscal policy and an accommodative monetary policy" is likely to lead to inflation accelerating to 7.5 per cent by the fourth quarter of this year.

Leaving aside the credit markets' understandable concern about the stream of bearish economic data, bond prices are also being overshadowed by a considerable amount of inventory from the recent Treasury auction, which has still to find a permanent home.

Thursday's sharp sell-off in the U.S. bond markets was only arrested by the release of a surprisingly good set of money supply figures with M1 rising \$300m and the previous week's figures were revised downwards. This helped offset some of the gloom instilled by Dr Kaufman's comments.

William Hall

Ciba-Geigy to increase payout after profits rise

BY JOHN WICKS IN ZURICH

CIBA-GEIGY, the Swiss chemicals and pharmaceuticals company, is to increase its dividends for both shares and participation certificates from SwFr 28 to SwFr 31 a share. This follows a 24.7 per cent rise in group operating profit last year to a record SwFr 776m (\$154.3m) after tax.

In January the Basle-based company announced a 7 per cent improvement in group turnover to a fast clip - in the opening months of 1984. Mr Wengiowski believes that long-term government bond yields will hit 13 per cent by the year-end and three-month certificates of deposit yields could rise by around 130 basis points to around 11 per cent.

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Sig Sandri is a member of the Social Democratic Party. The post of EFIM president traditionally goes to a member of this party.

Mr Keith E. Bailey has been elected president and chief operating officer of NORTHWEST CENTRAL PIPELINE CORP., a subsidiary of the Williams Companies. He remains chairman of the board of Williams Pipe Line Co. also a Williams company. Mr Bailey succeeds Mr E. S. Hansen, who has left Northwest Central to pursue other interests.

Mr M. J. H. Brade has been appointed HOARE GOVETT'S chief representative in Tokyo. Mr Brade, previously director in charge of Hoare Govett's gift and fixed interest operations in London, will take up his appointment on March 12. Mr Charles Edmonds, current chief representative in Tokyo, will return to London to take up a senior position in the international

department. Mr Peter Lord has been appointed managing director designate of Hoare Govett (Far East)

Mr Peter Lord, managing director designate, Hoare Govett (Far East)

Mr Peter Lord, managing director designate of Hoare Govett

cal products.

• Banca della Svizzera Italiana, of Lugano, is to pay an unchanged dividend for 1983 of 12 per cent plus 1.5 per cent bonus. This follows a rise in net profits of 7.9 per cent for the year to a record SwFr 32.4m (\$14.7m).

Goodhust, which has annual sales of some \$365m (US\$53m) and a workforce of 450, is a leading manufacturer and supplier to the food-service and retail trades of roast and ground coffee.

The Nestlé group has seven plants of its own in Canada. Six of these, controlled by Nestlé Enterprises of Don Mills, produce foodstuffs and the seventh, run by the Mississauga-based subsidiary Alcon Canada, produces ophthalmological products.

• SOHIO, the Swiss chemicals

and pharmaceuticals company, has expanded its Canadian operations by the acquisition of Goodhust Foods of Toronto, at an undisclosed price.

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Decision to establish ombudsman justified

BY ERIC SHORT

THE Insurance Ombudsman Bureau has been in operation for almost three years, being set up in March 1981 by three insurance groups—General Accident, Guardian Royal Exchange and Royal Insurance.

The annual report of the bureau for 1983, published last week, showed that the public is making increasing use of its services. Last year, it received 3,279 inquiries—over 700 more than in the previous year.

These figures may seem insignificant when set alongside the estimated 3.8m personal insurance claims handled every year by the UK insurance industry. But they show that no matter how efficient or how personal insurance companies handle claims, they will never achieve 100 per cent satisfaction with the insurance public.

There is a need for a final independent arbiter to handle disputes between insurance companies and their policyholders.

The insurance industry, under the auspices of the British Insurance Association, looked at the possibility of establishing a central body to handle insurance disputes. But the initiative failed in the face

of indifference at the time from the majority of companies, and the outright hostility of a minority.

So these three insurance groups decided to go it alone in establishing the bureau and have been joined by a further six insurance groups at the time of the launch.

The decision by these groups to press ahead has been fully justified. One main objection to the idea of an ombudsman was that it was not necessary, since the small number of complaints would not justify the expense. Insurance companies were indifferent, simply because they could not see the need for the service.

The activities of the bureau have demonstrated otherwise and companies have seen the public relations benefit of such a service. By the end of 1983 there were 52 groups covering 125 insurance companies which were members of the bureau. The workload has increased, with Mr James Haswell, the ombudsman, having taken on an assistant, Miss Heather Ridge. The load is expected to grow even further as the public become more aware of the bureau

Analysis of inquiries received in 1983 by the Insurance Ombudsman Bureau	
Type of policy	Number of inquiries
Motor	943
Motor—third party	480
Household buildings	476
Household contents	447
All risks	64
Personal accident	49
Travel	130
Marine	21
Commercial	72
Miscellaneous (non-life)	175
Total non-life	2,857
Life	382
Pensions	40
Total inquiries received	3,279

and the services provided by Mr Haswell and his staff.

The original hostility came from insurance companies who thought the ombudsman would be a "consumer champion" and automatically rule in favour of the complainant and against the insurance company. This has not turned out to be the case.

Last year, Mr Haswell revised the insurance company's decision in 52 cases, while the companies revised their original decisions 473 times. But Mr

Haswell upheld the companies' decision in 232 cases, while in 482 cases the complainant dropped his inquiry after the bureau had explained the conditions of the case. There is no sign in these figures of any consumer bias by the ombudsman.

Nevertheless, it would appear that some policy holders consider that the ombudsman should be on their side. Mrs Joan Macintosh, chairman of the council of the bureau, felt it necessary to clear up this misunderstanding in her preface to the 1983 report.

She reaffirmed that the ombudsman is "a fair understanding and free source of impartial judgment on the cases brought to him."

Mr Haswell, Mrs Macintosh and the bureau have expanded their roles far beyond being a simple complaints handling service. They are using the expertise acquired in handling individual complaints to point out to both consumers and insurance companies the defects and misunderstandings in current attitudes, and how these can be altered to avoid future complaints.

In his report Mr Haswell urges companies to be clear in their policy wording and in explanations to policy holders.

He wants insurance companies to ask simple unambiguous questions on their proposal forms, even if this means having to use longer forms. He also wants much more explanation by the insurance companies of the terms used. He points out that one or two companies have changed their policy forms to incorporate suggestions made by him.

These extensions of activities have made the bureau an integral part of the UK insurance industry, a role recognised by Prof Jim Gower in his report published last month on insurance protection.

He wants the role of the ombudsman to be able to handle complaints relating to third persons and to other matters not within his orbit. And he wants the bureau to be given legal backing.

The Insurance Ombudsman's annual report for 1983, available from The Insurance Ombudsman Bureau, 31 Southampton Row, London WC1B 5HJ.

TODAY
Commons debate on changes in conditions of service in Government Communications Headquarters on a motion for the adjournment of the House.

Lords: Cable and Broadcasting Bill, report. Supplementary Benefits (Requirements) Amendment Regulations 1984, motion for approval.

Select Committees: Education, Science and Arts—subject: effect on the arts of the abolition of the GLC and metropolitan authorities. Witnesses: Association of Metropolitan Authorities; Birmingham City Council; London Borough of Bromley; Newcastle-upon-Tyne City Council; London Borough of Tower Hamlets; Association for Business Sponsorship of the Arts (Room 16, 10.30 am).

Parliamentary Commissioner for Administration: Co-operation with health authorities and social service departments. Witnesses: Airedale Health Authority; Yorkshire Regional Health Authority; North Bedfordshire Health Authority; and Bedfordshire County Council (Room 5, 4.15 pm).

Trade and Industry: subject: British Steel Corporation. Witnesses: BL representatives (Room 15, 4.30 pm).

Treasury and Civil Service Sub-committee: subject: acceptance of outside appointments by Crown servants. Witnesses: Confederation of British Industry and Institute of Directors (Room 5, 4.30 pm).

THURSDAY

Commons: motion on the Appropriation (Northern Ireland) Order.

Lords: Cable and Broadcasting Bill, report. Orkney Islands Council Order Confirmation Bill, third reading. Western Isles Island Council (Kiltie Pier, Harbour Jurisdiction) Order. Confirmation Bill, report. Air Navigation (Noise Certification) Order, 1984, motion for approval.

Select Committee: Defence—subject: weapons performance in the Falklands. Witnesses: Ministry of Defence (RAF) (Room 16, 10.30 am).

Wednesday: subject: the impact of regional industrial policy. Wales. Witness: Welsh Development Agency (Room 18, 11 am).

FRIDAY

Commons: Private Members' motions.

POLITICAL DIARY

Business in Parliament

in custody. Witnesses: Magistrates Association; Barristers' Clerks' Association (Room 5, 4.15 pm).

Public Accounts: subject: systems control in district work offices. Witnesses: Mr A. M. Alfred; Property Services Agency (Room 16, 4.15 pm).

Environment: subject: green belt and land for housing. Witnesses: Housebuilders Federation and Volume Housebuilders Study Group and Consortium Development (Room 20, 4.30 pm).

Trade and Industry: subject: British Steel Corporation. Witnesses: BL representatives (Room 15, 4.30 pm).

Treasury and Civil Service Sub-committee: subject: acceptance of outside appointments by Crown servants. Witnesses: Confederation of British Industry and Institute of Directors (Room 5, 4.30 pm).

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Select Committee: Agriculture—subject: the effect of feed-stuff prices on the UK pig and poultry industries. Witnesses: Ministry of Agriculture, Fisheries and Food (Room 16, 10.45 am).

FRIDAY

Commons: Private Members' motions.



THE KINGDOM OF DENMARK

U.S.\$100,000,000

Floating Rate Notes due 1992

February 27, 1984 London

By: Citibank, N.A. (CSS Dept.), Agent Bank

CITIBANK

In accordance with the provisions of the Notes and the Agent Bank Agreement between The Kingdom of Denmark and Citibank, N.A., dated February 12, 1982, notice is hereby given that the rate of interest has been fixed at 10½% pa and that the interest payable on the relevant interest payment date, August 28, 1984 against Coupon No. 5 will be U.S.\$540,10.

February 27, 1984 London

By: Citibank, N.A. (CSS Dept.), Agent Bank



Liberty Life Association of Africa Limited

(Incorporated in the Republic of South Africa)

Preliminary results and declaration of dividend for the year ended 31 December 1983

The preliminary consolidated financial position and results, subject to final audit, of Liberty Life Association of Africa Limited and its subsidiaries for the year ended 31 December 1983 are set out below:

A. SUMMARISED GROUP BALANCE SHEET

	1983 R'000	1982 R'000
Investments	3,196 954	2,227 271
Government, public utility and municipal stocks	726 678	550 383
Debentures, mortgages and loans	174 056	163 912
Freehold property and leasebacks	892 141	629 672
Shares and mutual fund units	1 319 542	791 655
Deposits with financial institutions and money market securities	84 537	91 649
Fixed assets	12 152	9 085
Current assets	186 520	132 550
Total assets	3 395 626	2 368 906
Current liabilities	185 925	76 393
	3 209 701	2 292 513
Represented by:		
Ordinary share capital	10 915	10 915
Share premium	36 239	36 239
Preference share capital (including premium)	28 950	27 301
Non-distributable reserves	236 065	137 741
Distributable reserves	35 319	27 775
Interests of shareholders of Liberty Life Association of Africa Limited	347 488	239 971
Interests of minority shareholders in subsidiaries	297 693	130 509
Total capital and reserves employed	645 181	370 480
Long-term liabilities	74 857	85 828
Life fund	2 489 663	1 836 205
Actuarial liabilities under unmatured policies		
Investment surpluses, development and other reserves	2 191 483	1 633 227
	298 180	202 978
	3 209 701	2 292 513

D. DECLARATION OF FINAL ORDINARY DIVIDEND IN RESPECT OF THE YEAR ENDED 31 DECEMBER 1983

Notice is hereby given that final ordinary dividend No. 32 of 12½ cents per share has been declared in respect of the year ended 31 December 1983, payable to shareholders registered in the books of the company at the close of business on Friday, 2 March 1984.

The dividend has been declared in the currency of the Republic of South Africa and cheques in payment thereof will be posted from the offices of the South African and United Kingdom transfer secretaries on or about 9 April 1984. Cheques in respect of the dividend issued by the United Kingdom transfer secretaries will be drawn in United Kingdom currency equivalent on 2 April 1984. Non-resident shareholders' tax at the rate of 15% will be deducted from the dividend where applicable.

South African transfer secretaries
Central Registrars Limited
4th Floor, 154 Market Street
Johannesburg, 2001
PO Box 4844
Johannesburg, 2000

United Kingdom transfer secretaries
Charter Consolidated P.L.C.
PO Box 102
Charter House, Park Street
Ashford
Kent TN24 8EQ

On behalf of the board
D Gordon
(Chairman)
H P de Villiers
(Deputy chairman)
M J Hillkowitz
(Managing director)

Johannesburg, 23 February 1984

A1239

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Flying's less fuss via Brussels

You'd be surprised how often connecting with Sabena's handily timed world wide services in Brussels can leap-frog you over congested airports. And get you where you want to be in the world with less fuss and maybe faster, too. For a major international crossroads, Brussels National Airport is compact and fuss-free with excellent facilities and Sabena service proves that to travel can still be almost as pleasant as to arrive.



... and your travel agent or Sabena office has all the details about Sabena's worldwide network...

SABENA
BELGIAN AIRLINES

Belgian Airlines

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

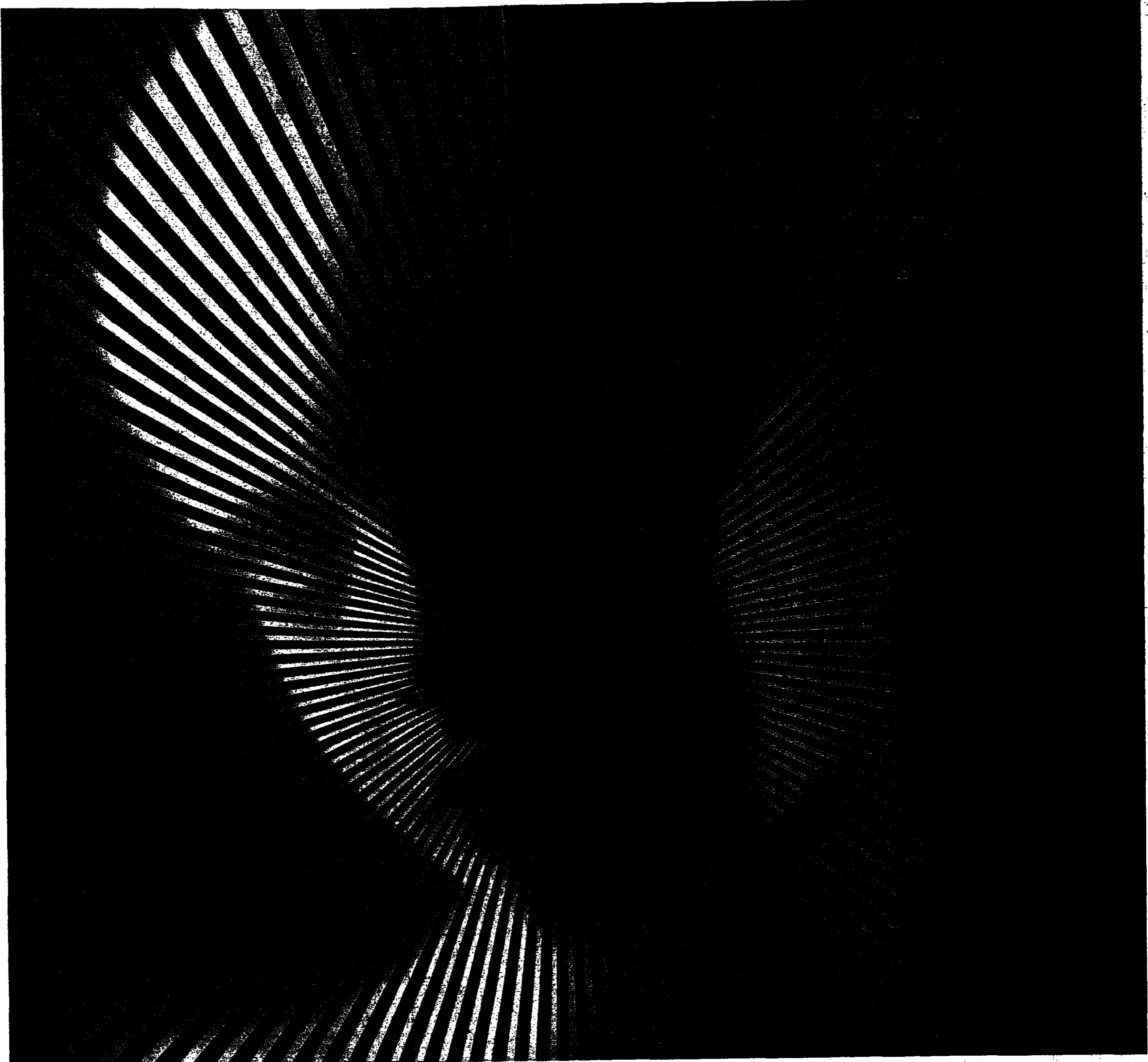
Closing prices February 21

Continued on Page 22

Closing prices February 24

AMERICAN STOCK EXCHANGE COMPOSITE CLOSING PRICES

12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.	
High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.			
Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.					
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
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Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.		12 Month		High		Low		Stock		Div. Yld.		P/E		Stk		Chg. Prev.							
Stock		Div. Yld.		P/E		Stk		Chg. Prev.		Chg. Prev.		12 Month		High		Low		Stock																															



Making sure the future has a future.

One of the problems with a recession is that it tends to make people live from day to day. The trouble is that when tomorrow comes along, it finds you as prepared as a sunbather in a snowstorm.

So for some time, STC has combined thought, action and resources towards a positive vision for the future.

One way was to pioneer the new generation communications link: optical fibre landlines.

We will also be the first to put optical fibres into underwater systems when the proposed cable linking Britain and Belgium comes into operation.

Another way was to enlarge our business folio to include a whole range of medical services and the operation and maintenance of air traffic control systems.

Not things you'd traditionally associate with STC but highly successful ventures nevertheless.

This innovative approach has helped STC almost to double its turnover in a single year.

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جنة اتصال

WORLD STOCK MARKETS

Indices

NEW YORK DOW JONES

	Feb. 24	Feb. 23	Feb. 21	Feb. 20	Feb. 17	1983-84	Since Compl'n
	High	Low	High	Low	High	High	Low
• Industrial	1165.10	1154.85	1154.21	1158.34	1148.87	1257.20	1007.04
Wines, Spirits	70.64	70.62	70.50	71.03	71.05	72.04	60.88
Transport	510.89	494.82	494.82	496.82	500.21	612.85	18.32
Utilities	185.05	182.78	184.86	124.81	124.88	183.25	181.44
Trading Vol.	186.82	180.70	90.889	71.830	77.780	—	—
• Day's High 3167.09 (1149.88) low 1137.04 (1114.85)							
Industrial div. yield %	4.78	4.71	4.56	4.93			

STANDARD AND POORS

	Feb. 24	Feb. 23	Feb. 21	Feb. 20	Feb. 17	1983-84	Since Compl'n
	High	Low	High	Low	High	High	Low
Industries	778.85	774.89	774.16	774.43	775.56	94.84	164.86
Comps'te	152.81	154.28	154.12	154.64	155.74	151.10	151.05
Industrial div. yield %	4.09	4.03	4.02	4.58	Feb. 23	Feb. 16	Feb. 9
Industrial P/E ratio	12.59	12.78	12.64	12.84	11.52	11.52	11.52
Long Gov. Bond yield	11.89	11.78	11.68	10.92			

N.Y.S.E. ALL COMMON

	Feb. 24	Feb. 23	Feb. 21	Feb. 20	Feb. 17	1983-84	Since Compl'n
	High	Low	High	Low	High	High	Low
90.49/69.69/68.77	90.63	80.92	80.92	80.92	80.92	80.92	80.92
90.49/69.69/68.77	90.63	80.92	80.92	80.92	80.92	80.92	80.92
90.49/69.69/68.77	90.63	80.92	80.92	80.92	80.92	80.92	80.92

MONTREAL

	Feb. 24	Feb. 23	Feb. 21	Feb. 20	Feb. 17	1983-84	
	High	Low	High	Low	High	High	
Industrial Combined	422.45	414.16	414.14	412.37	408.90	295.07	551.16 (4/1/83)
Toronto Composite	408.78	397.92	588.42	567.88	441.28	288.63	551.12 (4/1/83)

TORONTO Composite

	Feb. 24	Feb. 23	Feb. 21	Feb. 20	Feb. 17	1983-84	
	High	Low	High	Low	High	High	
Toronto Composite	2400.0	2388.2	2352.4	2300.2	2300.2	1943.5	4143.5 (4/1/83)

NEW YORK ACTIVE STOCKS

	Stocks	Change	Stocks	Change	Stocks	Change	Stocks	Change
Continued from Page 23								
Spartan Corp	71	17	154.16	+1.24	Dominion R	1,180.200	1,180.200	+20.24
Gulf	3,257,800	+1	154.16	+1.24	IBM	1,017.300	111.10	+1.24
Messi Petrol	1,057,500	+1	154.16	+1.24	General Elec	966.100	533	+1.24
AT&T	1,545,400	+1	154.16	+1.24	Exxon	500,000	300	+1.24
Ford Motor	1,055,000	+1	154.16	+1.24	Texaco	533.600	42	+1.24
Cougar	1,188,000	+1	154.16	+1.24				

OVER-THE-COUNTER Nasdaq National Market closing prices

Stock	Sales	High	Low	Last	Chng	Stock	Sales	High	Low	Last	Chng	Stock	Sales	High	Low	Last	Chng
Continued from Page 23																	
Tropicana	1	75	75	75	+1	UTL	655	154	145	154	+1	Unitil	5	104	104	104	+1
Toronto	3	214	214	214	+1.24	U.S. G.	50	154	154	154	+1.24	U.S. G.	5	154	154	154	+1.24
ToCom	24	114	114	114	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	1	225	174	174	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	28	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	3	174	174	174	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	2	174	174	174	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	29	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	28	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	29	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	28	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	29	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	28	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	29	125	125	125	+1.24	U.S. G.	545	154	154	154	+1.24	U.S. G.	545	154	154	154	+1.24
ToTech	28	125	125	125	+1.24	U.S. G.	545	154	154								

BUSINESSMANS DIARY

UK TRADE FAIRS AND EXHIBITIONS	
Feb 27-March 2	Electrotechnical Exhibition—ELECTREX (0463 220000) NEC, Birmingham
Feb 28-March 2	Fleet News Motor Show (Peterborough (0783) 63100) Wembley
March 4-6	International Automotive Parts and Services Trade Show—AUTOPARTAC (High Wycombe (0494) 415425) Boreham
March 6-8	Oceanology International Exhibition and Conference (01-549 5531) Brighton
March 7-8	Direct Marketing Fair (London Colney (0727) 25209) Kensington Exhibition Centre
March 7-April 1	Daily Mail Home Exhibition (01-522 9341) Earls Court
March 13-16	International Rubber Exhibition and Conference—RUBBEREX (01-682 7788) NEC, Birmingham
March 13-15	Computer Trade Show (01-643 58431) Harrogate
OVERSEAS TRADE FAIRS	
Feb 23-March 2	Fast Food Exhibition (01-453 3964) Paris
Feb 24-March 10	Retail and Distributive Exhibition—RETAIL EUROPE (0734 345585) Amsterdam
March 1-10	Athens Boat Show (01-876 2700) Athens
March 13-15	International Electrical and Electronic Engineering Show—ELENEX (01-486 1951) Hong Kong
March 14-18	The Semicon/Europa Electronics Show (01-887 8807) Zurich
March 14-18	Scandinavian Travel and Tourism Exhibition (45.1.51.58.11)
BUSINESS AND MANAGEMENT CONFERENCES	
Feb 27	IFS: What is the PSBR for? (01-621 7345) Regent Palace Hotel, W1
Feb 27-28	FT Conference: The City and Europe—a 10-year appraisal (01-621 1355) Dorchester Hotel, W1
Feb 28-29	FT Conference: Cable television and satellite broadcasting (01-621 1355) InterContinental Hotel, W1
March 2	Cable and Satellite Europe: The Cable and Broadcasting Bill 1984: legal results and practical implications (01-532 1122) Royal Garden Hotel, W1
March 5	IFS: Taxation of savings (01-828 7545) Regent Palace Hotel, W1
March 5-6	United Bank for Africa: International conference on foreign debt and Nigeria's economic development (01-626 7205) Lagos
March 5-8	RRG: Effective insurance marketing (01-236 2175) Royal Horseguards Hotel, SW1
March 6	KAE Developments: Business development conference, "What really succeeds in practice?" (01-372 6118) Barbican, EC2
March 6-7	FT Conference: The Euromarkets in 1984 (01-621 1355) InterContinental Hotel, W1

Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

Financial Times Conferences

MULTINATIONALS AND EUROPEAN INTEGRATION

London: 5 & 6 April, 1984

The Financial Times and the Institute for Research and Information on Multinationals are jointly sponsoring this important seminar which will examine the strategies and activities of multinationals and their role in creating a more competitive economy.

The key note address will be given by Mr Gaston Thorn, President of the Commission of the European Communities. Other speakers include Dr Koji Kobayashi, Mr Patrick Sheehy, Mr Carlo de Benedetti, and Mr Helmut Maucher.

PENSIONS IN 1984—A TIME FOR CHANGE

London: 12 & 13 March, 1984

This two-day conference will be opened by Dr Rhodes Boyson, MP, Minister of State for Social Security.

Tom Hayes, Chairman, National Association of Pension Funds; Mr Michael Pilch, CBE, Noble Lowndes & Partners; Mr Nigel Vinson, Chairman, Personal Capital Formation Group; Centre for Policy Studies; and Professor David Wilkie, Standard Life Assurance Company, will be among the speakers on this occasion.

THE SECOND AUTOMATED MANUFACTURING CONFERENCE: TOOLS FOR COMPETITION

London: 27 & 28 March, 1984

This second Financial Times conference is aimed at present and potential users of factory automation. Experts will describe the state of the manufacturing industry, the latest advances in production technology, and the challenges and rewards of automation.

The conference will be chaired by Sir Monty Finniston, FRS, president of the Association of British Chambers of Commerce, and former chairman, British Steel Corporation. Mr John Butcher, MP, Parliamentary Under-Secretary of State for Trade and Industry, will give the Government view.

All enquiries should be addressed to:

The Financial Times Limited
Conference Organisation
Minster House, Arthur Street
London EC4R 9AX
Tel: 01-621 1355 (24-hour answering service)
Telex: 27347 FTCONF G
Cables: FINCONF LONDON

CONSTRUCTION CONTRACTS

Budge wins £8.5m A56 by-pass work

A. F. BUDGE (CONTRACTORS) Retford, has been awarded an £8.5m contract for the A56 diversion, Acrington Easterly to the southern section. The 120-week contract, which includes 5.4 km of dual two-lane carriageway, a grade separated junction with slip roads, five reinforced concrete bridges and reinforced concrete box culverts, is being carried out for the Department of the Environment. *

Contracts totalling £2.4m have been awarded to JOHN HOWARD & CO. These include a £500,000 project for reconstruction of the River Humber embankment adjacent to Immingham Dock. Work consists of sheet pile piling, pre-cast and in situ concrete embankment and apron works and the provision of sea defence gates. The contract is on behalf of Fairclough Civil Engineering for the Immingham Water Authority. At Immingham Dock the company has a £1.3m project to repair lock gates and construct a storm gate, sill and bunds, with provision of lighting, bank protection and services for the Borough of Preston. Howard also has two contracts with a combined value of £1.6m, a piling contract on Penwortham Bypass, Preston, and dolphin repairs on the Victoria Embankment, London, for PFA. *

J. LAWSON AND CO is to carry out further restructuring and refurbishment at Hammersmith Hospital under two contracts together worth more than £350,000. The largest, worth about £280,000, mainly covers construction of a single-storey rheumatology unit on the roof of "L" block. The other contract, valued at £73,000, is for further work in the radiotherapy

(supervoltage) building and covers installation of a Varian linear accelerator, including the provision of radiation protective shielding. *

Softwood Gilham beams and cement bonded particle board, Duripan, both from MALLIN-SON-DENNY, are to be used on the new construction on the Southern Water Authority's new bridge crossing in Burton upon Trent for Staffordshire County Council valued at over £2.5m. The new building at Otterbourne on the A38 will stretch between Branston Road and Stanton Hill. Gilham, which has its centre in Hampshire, has designed for exposed beams in a low-energy, low profile building. The order is worth £150,000. The new building at Otterbourne will be a two-storey office block and a garage. The engineering, operations, scientific services, administration and finance under one roof. Main contractor is Warings, Portsmouth. *

CROUDACE CONSTRUCTION has won three contracts totalling £1.5m for construction of industrial and commercial premises at Weybridge, Surrey. The largest, worth £730,000, was awarded by the Guardians Assurance for construction of a three-storey office block at Stanlaw Road, Reading. The development will provide 1,200 sq metres floor space. Work starts this month for completion in one year. Fifteen industrial units providing 1,310 sq metres are to be built in three blocks at Clyde Vale, SE23, for the London Borough of Lewisham. The contract is valued at £418,000 and will take 59 weeks. Warings (Weybridge) has awarded a £400,000 contract for construction of a single-storey factory building with integral offices at New Haw, Weybridge. The work will take six months, and will provide 1,300 sq metres. *

The Wessex Regional Health Authority has awarded a £2.4m contract to Devonshire Building contractor, W. E. CHIVERS & SONS for work at the Royal United Hospital, Bath. The contract, to be completed by May 1988, is for a 168-bed ward, boiler house complex and a corridor linking the new and a new orthopaedic hospital. Construction will include a waste disposal room, oxygen store and salination plant, a garage block, an emergency generator room, new roads, a courtyard and car park. Chivers will also refurbish the hospital's special care baby unit for £27,000. *

GLEESON (CITY), a subsidiary of M. J. Gleeson Group, has a contract worth £640,000 for refurbishment of Illeworth House in Hounslow. This is a three-storey office block and part-basement with a gross area of over 18,000 sq ft. Completion is due in July. *

The transportation power supplies division of GEC TRANSMISSION AND DISTRIBUTION PROJECTS has been awarded a contract by the British Railway Board worth over £750,000 for trackside switching stations associated with their 25kV railway electrification programme. The contract is for the supply of equipment for two 25kV electrification projects—the lines from Colchester to Ipswich, Norwich and Harwich (120 route Km) and the BR's eastern region and the conversion from 1,500V dc to 25kV ac of the line from Manchester to Glossop and Hadfield and build contract (£232,000) for 19 homes which North Wilts

Galliford busy with £8m batch

GALLIFORD GROUP has won contracts totalling over £8.5m, one of which is a bridge crossing in Burton upon Trent for Staffordshire County Council valued at over £2.5m. The new building at Otterbourne on the A38 will stretch between Branston Road and Stanton Hill, Galliford, another 20 flats for the London Council. The list is completed by a £1.34m contract for Lovell Special Works, Eastbourne branch, consisting of eight houses and four flats at Horsted Keynes, which Mid Sussex District Council will rent to council tenants. *

Refurbishment contracts worth more than £5m, plus another £410,000 work awarded by London Transport for projects on Underground stations. Heads of the list is an £871,000 alteration and refurbishment to provide a service accommodation 78 steps above platform level at Euston Station, W1. Lovell Farrow Construction is carrying out the work for Touche Remer Property Investment Trust. The premises, formerly head office of the Grand Metropolitan Group, comprise two houses plus a block at the back. *

The Oxford order, worth £1.65m, is for construction of a two-storey library building and a four-storey building comprising a lecture theatre, entrance hall, service rooms, staff rooms and dining room. The completion date is March 1988. The Manifold Trustee Company has awarded a £1.63m contract for a factory/office building phase one of an industrial development at White Waltham in industrial estate to be completed by September. The Oxford Regional Health Authority has awarded the third largest contract, worth £1.07m, for a pathology department at High Wycombe Hospital. The completion date is July 1988. The other contracts are: a two-storey extension to Ministry of Defence premises at Boulton Moseley, St Peter, worth £315,000; for The Services Sound & Vision Corp; warehouse and offices at Jacksons Industrial Estate, Bourne End, for Hunckley Designs for £458,000; and an office block in Bracknell High Street for Scanwell Properties, value £205,000.

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£6m orders for Jones

A contract for Oxford University heads a batch worth nearly £6m awarded to J. M. JONES & SONS.

The Oxford order, worth £1.65m, is for construction of a two-storey library building and a four-storey building comprising a lecture theatre, entrance hall, service rooms, staff rooms and dining room. The completion date is March 1988. The Manifold Trustee Company has awarded a £1.63m contract for a factory/office building phase one of an industrial development at White Waltham in industrial estate to be completed by September. The Oxford Regional Health Authority has awarded the third largest contract, worth £1.07m, for a pathology department at High Wycombe Hospital. The completion date is July 1988.

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CURRENCIES, MONEY and CAPITAL MARKETS

FOREIGN EXCHANGES

FINANCIAL FUTURES

Dollar stays in reverse

BY COLIN MILLHAM

The dollar continued to move downwards last week, reacting to factors that would have pushed it higher not so long ago. In January the dollar rose to record levels on the prospects of high interest rates in the U.S. This position has not changed and the likelihood of rates remaining firm for some time has probably grown stronger.

Testimony before Congress by Mr Paul Volcker, chairman of the Federal Reserve Board, earlier this month left little doubt that the chances of any substantial fall in U.S. rates are slim but it was Mr Volcker's comments about the danger of running such large budget and trade deficits, and his concern

about the U.S. becoming a major international debtor that sapped confidence in the dollar.

From that point it has been mostly downward. Last week, U.S. money markets apart from one or two days at the beginning of last week when European dealers became worried about the implications of the war between Iran and Iraq, the U.S. market was closed for Washington's birthday last Monday when the sudden flare up in the Gulf led to speculation that Iran would try to put pressure on the West by stopping oil supplies passing through the Straits of Hormuz.

Europe dealers were generally short of dollars before the long weekend and therefore started to

push the dollar up thinking that U.S. dealers would be forced to cover positions by buying dollars on their return. But they have been roughly square and New York continued to sell dollars on Tuesday, leading to a very quick change of heart in Europe the following day.

Economic data released last week gave further evidence that the U.S. economy was expanding at a fast rate in January, but this only reinforced market fears about the trade deficit, inflation,

and U.S. competitiveness, and the dollar fell to its lowest level against the D-mark since last October.

Sterling retreated with the dollar against Continentals, but was much firmer against the dollar, underpinned by fears about the oil supply situation from the Gulf.

Dealers in New York were pushing forward rates, quoted in U.S. cents discount, to reflect the market's view that the U.S. economy was expanding at a fast rate in January, but this only reinforced market fears about the trade deficit, inflation,

and U.S. competitiveness, and the dollar fell to its lowest level against the D-mark since last October.

Sterling retreated with the

EMS EUROPEAN CURRENCY UNIT RATES

ECU	Currency	% change	Spot	1 month	3 months	6 months	12 months
central rates	from	from	adjusted for	divergence	divergence	divergence	divergence
February 23							
Belgian Franc	44,908	45,850	+2.12	1.91	1.91	1.91	1.91
Danish Krone	8,14104	8,21153	+0.17	1.02	1.02	1.02	1.02
German Mark	2,12529	2,12529	-0.13	1.94	1.94	1.94	1.94
French Franc	6,67252	6,62256	+0.42	2.21	2.21	2.21	2.21
Dutch Guilder	2,52583	2,52845	+0.14	0.07	0.07	0.07	0.07
Irish Punt	1,07888	1,07888	+0.09	1.02	1.02	1.02	1.02
Italian Lira	1,623,49	1,620,68	-0.31	0.31	0.31	0.31	0.31

Changes are for ECU, therefore positive change denotes a weak currency. Adjustment calculated by Financial Times.

THE POUND SPOT AND FORWARD

Feb 24	Day's	Close	One month	%	Three	%	One month	%
U.S.	1,4510-1,4726	1,4710-1,4726	0.07-0.15c/ds	-0.77	0.52-0.74c/ds	-0.54	0.77-0.82c/ds	-0.54
Canada	1,8220-1,8430	1,8320-1,8330	0.05-0.15c/ds	-0.65	0.52-0.53c/ds	-0.65	0.52-0.53c/ds	-0.65
Netherlands	4,361-4,403	4,361-4,403	1.1c-1.5c/ds	3.69	3.1c-3.3c/ds	3.20	3.1c-3.3c/ds	3.20
Belgium	78,65-79,60	79,20-79,30	2.20c/ds	-3.78	73-83c/ds	-3.84	73-83c/ds	-3.84
Denmark	7,28-7,30	7,28-7,30	0.20c/ds	-0.26	0.20c/ds	-0.26	0.20c/ds	-0.26
Ireland	1,2620-1,2800	1,2620-1,2650	0.26-0.33c/ds	-0.52	0.52-0.62c/ds	-0.52	0.52-0.62c/ds	-0.52
W. Ger.	3,837-3,859	3,854-3,871	1.1c-1.5c/ds	3.49	3.1c-3.3c/ds	3.36	3.1c-3.3c/ds	3.36
Portugal	192,50-194,50	193,10-194,50	2.50c/ds	-2.07	2.00c-2.05c/ds	-2.07	2.00c-2.05c/ds	-2.07
Spain	1,1520-1,1620	1,1520-1,1620	0.20c/ds	-0.27	0.20c/ds	-0.27	0.20c/ds	-0.27
Italy	2,2384-2,4084	2,2400-2,4024	1.57-1.71c/ds	-7.93	502-522c/ds	-8.62	502-522c/ds	-8.62
Norway	11,04-11,17	11,12-11,17	0.25-0.30c/ds	-3.48	10,10-11,17c/ds	-2.73	10,10-11,17c/ds	-2.73
France	11,46-11,52	11,54-11,52	1.5c-2.00c/ds	-7.05	1,05-1,15c/ds	-1.70	1,05-1,15c/ds	-1.70
Sweden	11,46-11,52	11,54-11,52	1.5c-2.00c/ds	-7.05	1,05-1,15c/ds	-1.70	1,05-1,15c/ds	-1.70
Japan	3,339-3,444	3,421-3,444	0.70-0.80c/ds	2.27	2.25-2.25c/ds	3.05	2.25-2.25c/ds	3.05
Austria	27,08-27,45	27,28-27,33	7.5c-8.10c/ds	-2.51	2.25-2.30c/ds	3.05	2.25-2.30c/ds	3.05
Switz.	—	—	—	—	—	—	—	—

Belgian rate is for convertible francs. Financial franc 0.77-0.82c/ds. 12-month 1.745-1.85c/ds.

Switz. forward rate should have read 3.87-3.88c.

OTHER CURRENCIES

Feb. 24	2	5	£	Note rates
Argentina Peso	41,83-41,92	42,65-28,64	Austria	27,18-27,45
Australian Dollar	1,0585-1,0600	1,0585-1,0600	Belgium	82,30-83,10
Brasil Carioca	1,1650-1,1700	1,1700-1,1800	Denmark	2,10-2,14
Bulgarian Lev	8,1560-8,1585	8,1570-8,1585	Canada	1,4247-1,4250
Greek Drachma	147,75-149,15	150,75-151,15	Germany	2,3578-2,3582
Hong Kong Dollar	11,403-11,413	11,77-11,77	Italy	2,20-2,25
Iraqi Dinar	1,160-1,165	1,160-1,165	Netherlands	2,20-2,25
Kuwaiti Dinar	0,4395-0,4395	0,4395-0,4395	Norway	11,05-11,20
Luxembourg Fr.	79,20-79,30	79,20-79,30	Norway	11,05-11,20
Malta Lira	1,210-1,215	1,210-1,215	Sweden	11,45-11,60
New Zealand Dlr	2,2120-2,2120	2,2120-2,2120	Switzerland	1,2145-1,2150
Saudi Arab. Riyal	5,1400-5,1500	5,1400-5,1500	Switzerland	1,2145-1,2150
Singapore Dollar	3,1610-3,1620	3,1610-3,1620	U.S. D. 1,00-1,01	1,00-1,01
Swiss Franc	1,1620-1,1620	1,1620-1,1620	U.S. D. 1,00-1,01	1,00-1,01
U.A.E. Dirham	5,3805-5,3900	5,3720-5,3730	Yugoslavia	199,80-199,80

* Selling rates.

EXCHANGE CROSS RATES

Feb. 24	Pound Sterling	U.S. Dollar	Deutsche m/k	Japanese Yen	French Franc	Swiss Franc	Dutch Guild	Italian Lira	Canadian Dollar	Belgian Franc
U.S. Dollar	1.472	1.472	1.00	1.00	5.973	343.3	11.92	2,971	1,893	75.25
Deutsche m/k	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Japanese Yen	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
French Franc	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Swiss Franc	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Dutch Guild	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Italian Lira	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Canadian Dollar	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25
Belgian Franc	1.472	1.472	1.00	1.00	5.973	328.1	11.92	2,971	1,893	75.25

Asian 3 (closing rates in Singapore): Short term 9.1c-9.2c, per cent; seven days 9.1c-9.2c, per cent; one month 9.1c-9.2c, per cent; three months 10.1c-10.2c, per cent; six months 10.1c-10.2c, per cent; one year 10.1c-10.2c, per cent. Long-term Eurodollar two years 11.1c-11.2c, per cent; three years 11.1c-11.2c, per cent; four years 12.1c-12.2c, per cent; five years 12.1c-12.2

SECTION III

FINANCIAL TIMES SURVEY

Vehicle Fleet Management

Wide choice for car buyers

BY JOHN GRIFFITHS

THIS IS a time of sweeping change in the way business vehicles are bought and sold. It is ill-defined because, particularly with cars, no one in the industry seems able to agree on just how big it is. To give some idea of the disparities, surveys by the British Institute of Management and independent researchers Makrotest, suggest that 190,000 companies are running a total fleet of about 2.6m vehicles.

Yet in a survey produced by Fleet News Car Edition, ahead of the second Fleet News Motor Show starting at Wembley on Tuesday, the size of the business car fleet currently on UK roads is put at between 3.75 and 4m.

Companies registering cars in their own names make it easy to identify, via the Department of Transport's Swansea computer, that they accounted for about 40 per cent of last year's 1.79m new car registrations. More difficult to estimate are the numbers in the professions and one-man businesses.

But whichever survey finding is opted for as the most credible, it is clear that the spending on business cars and commercial vehicles is enormous. If, as many believe, company cars account for 70 per cent of all registrations, then the 1.25m cars purchased for business use last year would represent spending of nearly £6.3bn at an average unit price of £5,000.

The changes taking place have considerable implications for all involved in the business of car manufacturers and their distribution networks, for the user companies and the growing number of leasing, contract hire and fleet management

specialist companies seeking to persuade fleet operators to use their services.

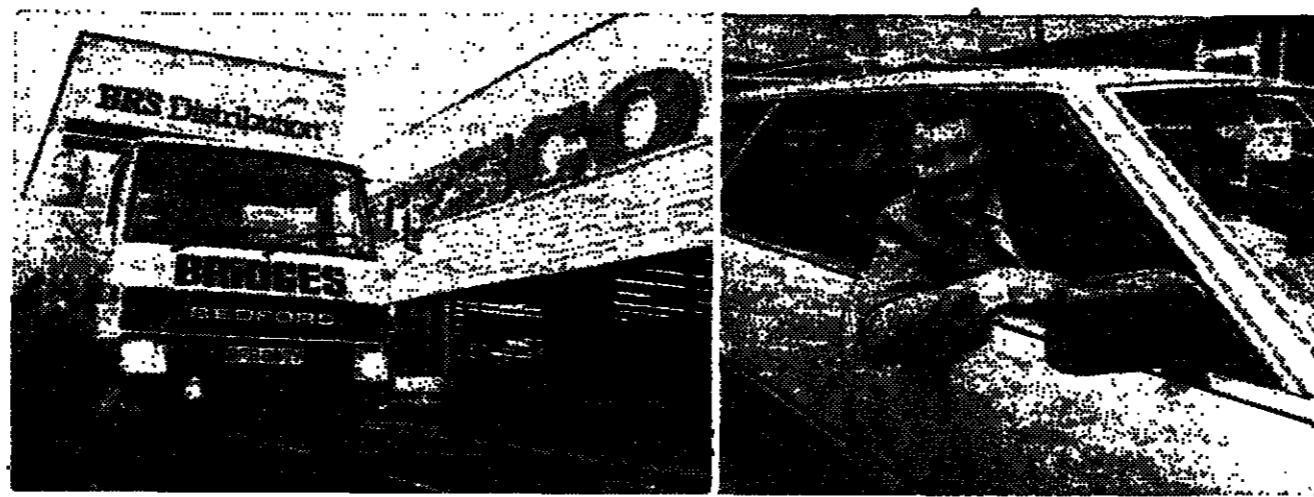
The typical buyer, for example, who used to purchase Ford Cortinas almost as a matter of routine because there was no competitor in the market so suitable for the needs of representatives and salesmen, is becoming spoilt for choice. He will be even more spoilt from April, when Austin Rover's LM 11 range of saloons and estates becomes available to battle for sales against the Cortina's successor, the Sierra, and its fierce rival, the Vauxhall Cavalier.

But not only are companies better placed for choice; one of the clear trends revealed by recent research is that more and more companies are extending freedom of choice to individual employees, allowing them to pick a variety of models within a given price band (although many companies rule out imported cars, particularly fast-depreciating ones).

Effect

An illustration of the effect this has had is provided by PHH Services, the US-owned fleet management company based at Swindon which claims to manage 140,000 vehicles for client companies.

Figures show that in early 1982 59 per cent of its managed fleet were Fords, a mere 9 per cent Vauxhalls and about the same for BL. By the end of last year, Vauxhalls accounted for 35 per cent, Fords for 33 and BL cars for about 10 per cent. Michael Suddaby, PHH's deputy chairman, says that he has never seen a trend "as marked, or as startling." It has nothing whatsoever to do



Delivery by one of the BRS fleet and (right) Nick Suddaby of PHH: startling trend

Spending on business cars and commercial vehicles is huge—£6.3bn on cars alone. Specialist services are expanding well beyond the company car to contract hire and leasing of vans and trucks to suit particular needs

with any shortcomings of Ford's product—"the Sierra is a perfectly good car"—its service or its network. It is largely suggested, reflecting on the fact that PHH itself uses any client company not to have vehicles from just one manufacturer, and that companies in turn give their drivers a choice. "And a lot of them simply want something different in the driveway if there's an alternative that's good and available."

Most of the specialists tell a similar story, though in many cases the trend is rather less marked than the PHH case. But it does tend to bear out the argument put forward by analysts such as Dr Gary Rhys, adviser on the motor industry

to the House of Commons, that

particularly with the arrival of the LM 11, Ford is going to have to fight much harder for its 30 per cent market share this year.

It is a fight which will almost

certainly mean that its unilateral declaration of truce last September on financial incentives to dealers will not hold much longer. What this means is that business purchasers will be in

turn give their drivers a choice.

"And a lot of them simply want

something different in the

driveway if there's an alternative that's good and available."

But the battle for sales is

likely to involve much more

than just discounting, and

include increased attention by

dealer networks to providing

service more specifically

directed towards

customers; a fact recognised by

Austin Rover, for example,

which is setting up over 100

dealers within its network to

specialise in fleet business on

the basis that the LM 11 will

provide it with its best opportu-

nity to recapture a large share

of the fleet market for

many years.

Pressures

Several surveys, by Makrotest, the BIM, James Bellini Associates and others, have previously painted a pretty dismal picture of the efficiency with

which companies approach to their fleet operations compared to their mainstream businesses.

The BIM study, in particular, found that while three-quarters of the companies it surveyed

said they felt they operated

their fleets efficiently, only a

quarter could identify the cost

of ownership of any given car

on its fleet.

Makrotest, in a 1981 survey,

found that a large minority of

transport managers or others

charged with running the fleet

could not identify the pros and

cons of the four main forms of

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acquisition—cash, hire purchase, finance, leasing and contract hire.

About two-thirds, it found, were not even aware of the existence of Export Draft 10, the Accounting Standards Committee's proposal expected soon to require finance-leased assets to be shown on the balance sheet.

However, in the past few months Makrotest has carried out a follow-up survey, which does indicate that companies have become more concerned about vehicle costs.

It suggests that the overall size of the business car market has not changed significantly, but that more companies are using their capital for business expansion, rather than running cars. Between 1981 and 1983, it concluded that purchase for cash had declined by 10 per cent, and use of hire purchase by 5 per cent. It showed contract hire—where operating costs and residual value risks are borne by the contract hire company—growing by 51 per cent and finance leasing by 22 per cent.

Makrotest, in a 1981 survey, found that a large minority of transport managers or others charged with running the fleet could not identify the pros and cons of the four main forms of

fleet ownership and operation. Outright ownership has shrunk between 1981 and 1983—but only from just over 80 per cent to slightly less than 75 per cent.

Some 15 per cent of the total

business market, the Makrotest

survey concludes, is served by

contract hire (10 per cent in

1981); 9 per cent by finance

leasing (7 per cent) and 2 per

cent by fleet management (1 per cent).

James Bellini Associates, in

its survey published towards

the end of last year, concluded

CONTINUED ON PAGE VII



CURL UP WITH A BEST SELLER.

In 1981, Ford woke up the entire transport business with the launch of the Cargo.

Within seven months, it became Britain's best-selling truck.

Now there's a factory-built sleeper cab option on this range.

Unbeatable flexibility.

Not only does this make Cargo the only truck offering a sleeper cab on all gross vehicle weights between 7.5 and 32.5 tonnes.

It does so with a complementary range of engines, from 110 to 204 bhp.

If you have to take loads over long distances, Cargo's the only reasonable choice.

More features as standard.

Like all '84 Cargos, the sleeper cab models have more features as standard.

There's a stylish, comfortable bunk with a fully adjustable roof hatch to give you the best possible sleeping conditions.

A single passenger seat is standard. And so is everything you need to fit an audio system: wiring, aerial and two built-in speakers.

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Cab comfort is one of the prime considerations on the award-winning Cargo.

The driver's seat is adjustable for height, reach, cushion angle and rake.

Deep, kerbside observation windows give additional visibility where it counts. Vital features that, on a Cargo, won't cost you a fortune.

Less drag. Longer service intervals.

Cargo's remarkably low drag coefficient gives you greater energy saving than ever before.

The drag-link gear-change mechanism and steering joints are lubricated for life, and the clutch is self-adjusting.

Ford gives you more.

As if all this wasn't enough, every Cargo is now available with Truck Extra Cover, a second year



optional warranty plan on major driveline and steering components.

And every Cargo is backed by Britain's finest

national network of Truck Specialist Dealers.

Talk to your local Ford Truck Specialist Dealer about the sleeper cab version of the award-winning Cargo. He'll tell you about the great deals he can offer.

FORD CARGO
6-32.5 TONNES



BRITAIN'S BEST SELLING TRUCK.

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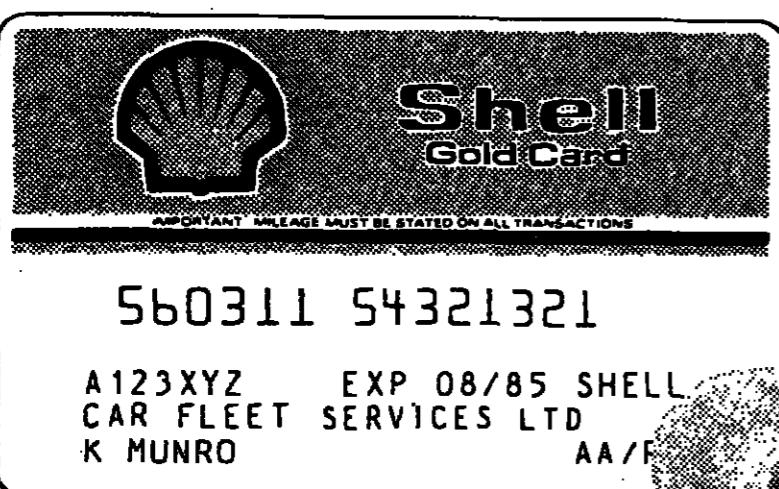
Deal your company the winning card.

Does your scheme automatically include free **AA** Business Membership?



Snap!

Does your scheme offer you more than just a fuel payment system?



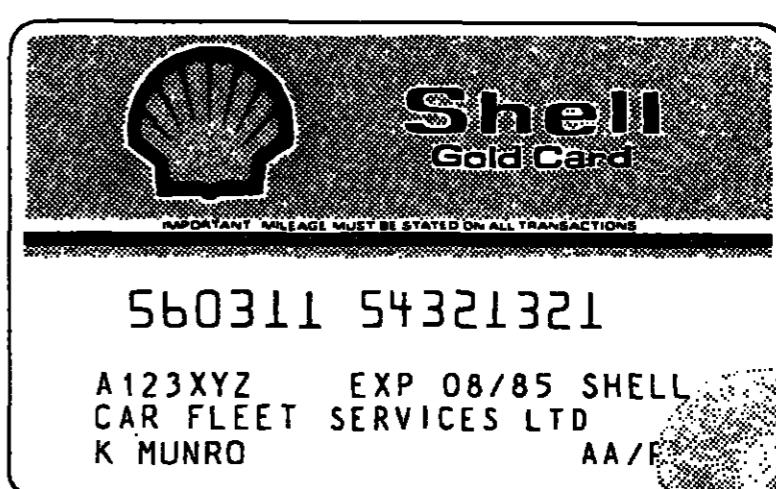
Snap!

Does your scheme simplify administration, accounting and control procedures?



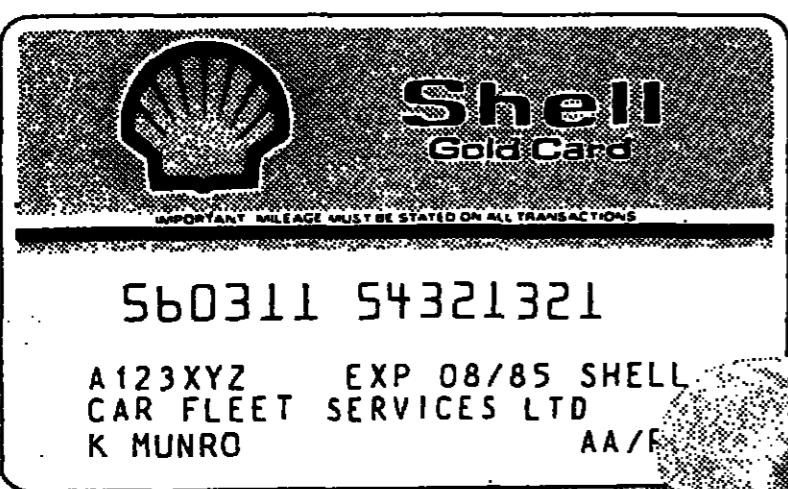
Snap!

Does your scheme break down costs by vehicle, cost centre and total fleet?



Snap!

Does your scheme give you one periodic summary VAT invoice for all purchases and adequate credit?



Snap!

Does your scheme offer you a national and convenient fuel purchasing facility?



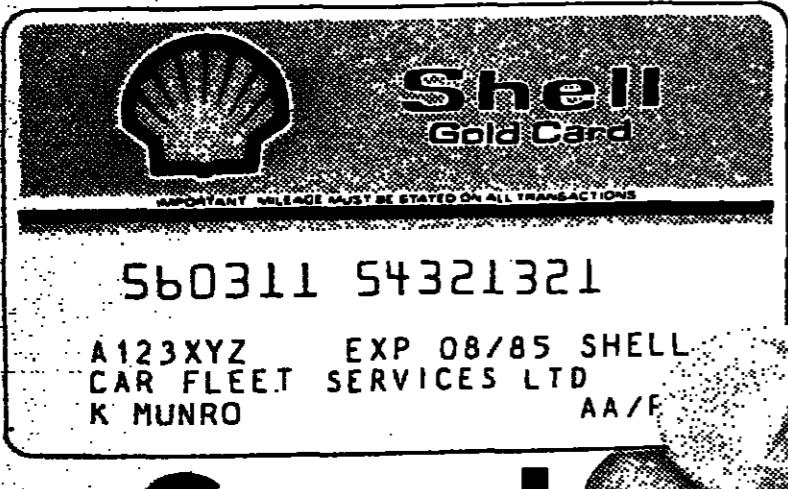
Snap!

Does your scheme offer an unlimited network of servicing and repair outlets?



Snap!

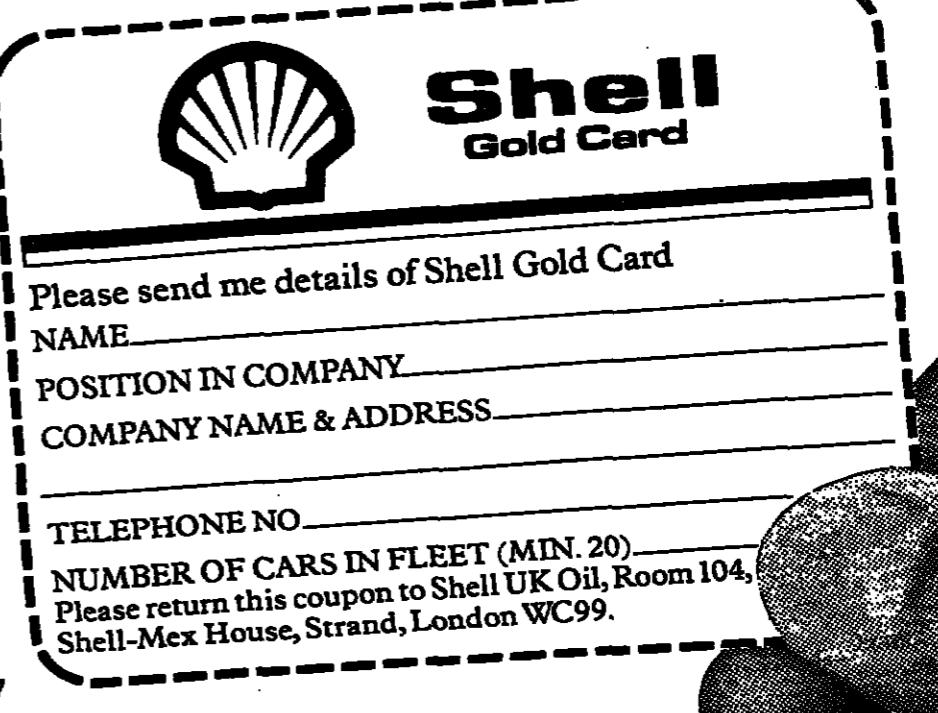
Does your scheme offer you big discounts on tyres, batteries, exhausts and windscreens?



Snap!

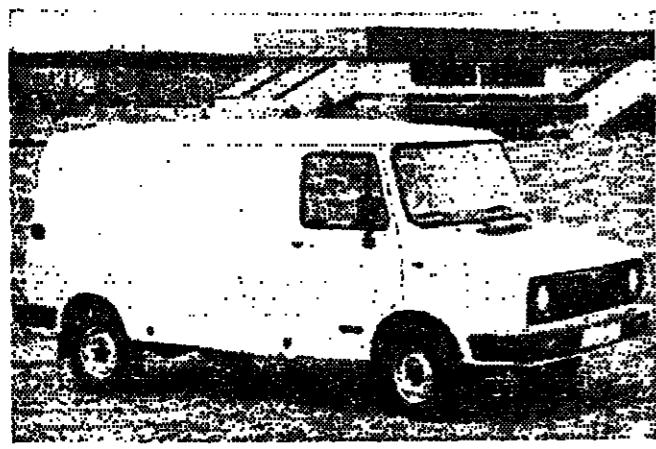
The Shell Gold Card offers company car fleet operators the most comprehensive fuel purchase and cost management scheme available. For one, all-inclusive charge it provides better value and greater efficiency. The card also automatically includes free

AA Business Membership. For full details of the Shell Gold Card simply return the coupon or, call us on 01-2573927 or, Telex 22585 Shell G.



Snip!

VEHICLE FLEET MANAGEMENT IV



Freight Rover's Sherpa: boosted share of sector

THE FORD TRANSIT van, for many years the best-selling commercial vehicle in Britain, is under increasing pressure. The Transit has been on the scene for 17 years but scarcely shows its age and the fact that in 1983 more than 41,700 were registered gives testimony to the vehicle's resilience.

However, the pressure comes from a number of competing vehicles which have arrived on the UK van market in recent years. From the Continent there

is the Fiat Daily, the Talbot Express and Renault Trafic/Master range. Most important for those fleets with a "buy British" policy, the revised Freight Rover provides home-built competition to Ford's venerable vehicle.

The revival of BL's van manufacturing business is as remarkable as that of Jaguar's recovery in the car division.

In 1981 the group nearly killed off Freight Rover. Yet last year Freight Rover

achieved record sales worth £75m and unit sales were 48 per cent up on the previous year at more than 14,200.

Wide-bodied

A heavily modified version of the old Sherpa, previously code-named K2, was launched in June 1982 and helped boost sales to record levels last year. Then wide-bodied versions of the Sherpa were introduced last autumn, representing the most

important element in Freight Rover's £30m investment programme.

The larger vans take Freight Rover into the so-called PV3 sector (2.5 to 3.5 tonnes gross weight) where it previously has not been represented. The company reckons it can capture 15 per cent of the PV3 sector by selling 3,000 vans this year and ultimately hopes for 20 per cent total sales of about 9,400.

The smaller Sherpa boosted its share of the PV2 (up to 2.5 tonnes gross) van sector from 16.6 per cent in 1982 to 22.3 per cent last year—mainly at the expense of the Transit. In its wider form, the Sherpa will compete with General Motors' Bedford CF vans as well as the Transit.

Both Freight Rover and BL's volume car subsidiary Austin Rover have been given a considerable boost over the past three years by British Telecom which has been giving BL the major share of its van business.

Morris Ital vans and Sherpa vans are beginning to dominate the light end of the British Telecom fleet. BT ordered 2,000 Ital vans and 2,500 SVs in 1982, followed by 3,000 Italas last year. This year BT wants another 2,200 Sherpas and 2,700 Italas. Included in the orders for 1984 are 250 of the wider Sherpas in chassis cab form to which BT will fit its own bodies.

Taking the purpose-built van market as a whole (PV2 and PV3), sales in Britain last year jumped 16 per cent from 100,633 to 116,833.

Transit sales fell from 49,723 to 41,723—a stark illustration of the difficulties the Ford vehicle faces.

A new Transit would obviously help Ford recover lost ground. The company said recently it will spend £74m to turn the Transit van plant at Southampton into one of the most highly automated commercial vehicle facilities in Europe.

Imports are playing an in-

creasingly significant role in the purpose-built van market, those over 3.5 tonnes gross weight have still to climb out of the worst recession since the war. Last year's registrations totalled 49,950 against nearly 50,000 in 1978.

Ford is feeling the competition from BL at the heavy end of the market too. Leyland, BL's truck business, stopped the steady erosion of its market share in 1983 to push back from 13.4 to 15 per cent. Ford's penetration slipped from 22.5 to 21.2 per cent.

Sales drop

Of the other UK-based manufacturers, General Motors' Bedford offshoot suffered a 4.7 per cent drop in sales to 6,175; Seddon Atkinson's were down by 10.5 per cent to 1,840 and ERF's by 8.2 per cent to 1,235.

Karrier Motors (owned by Renault) increased sales by 3.6 per cent to 4,800, thanks to higher imports from France and Spain. Foden also increased sales, by 15 per cent to just over 500.

The biggest gains were made by importers. Mercedes increased registrations by 33.9 per cent to 4,885, while DAF, Iveco and Scania also made significant gains. Volvo's sales were 13.9 per cent ahead at 3,910. However, within the total, sales from its Scottish plant were sharply down—from 1,835 to 1,280.

Overall import penetration in the heavy trucks sector rose to 31.7 per cent last year from 26.6 per cent.

The major heavy truck producers all complain about excessive competition in the UK market but the fact that no one company dominates means that there is no market leader to slow the way back to more sensible conditions.

Mr Hans Meissner, managing director of Mercedes-Benz (UK), is among those who have complained recently. "The hard bargains in the truck market are putting into jeopardy the existence of effective dealer networks," he says. "We need to revert to sensible trading conditions and this demands a degree of self-discipline from all concerned."

I would suggest that (truck) operators would be well advised to do business with dealers who are prepared to put forward a keen quotation but refuse to trade on suicidal terms."

Kenneth Gooding

Layman's guide to business terms

A GREAT deal of confusion tends to surround some of the terms used in the acquisition and operation of business fleets. "Fleet management" and "leasing" are in themselves generic terms used loosely to cover a wide range of options and services which can differ markedly in character. Here, then, is a layman's glossary covering the most frequently encountered terms:

FINANCE LEASING: This entails long-term hire by a lessor company to a lessee, but in which the risks associated with the resale value of the vehicle are borne by the lessor.

In all leasing deals—including contract hire—ownership remains throughout with the lessor, and is not transferable to the lessee.

In all leasing deals—including contract hire—ownership throughout remains with the lessor, and is not transferable to the lessee. The lessee can benefit, however, from rebates on the lease if a higher than forecast residual

value is obtained. Within finance leasing, there are three widely used options:

OPEN-ENDED LEASES: Usually runs for a period of years, typically three, but the lessee may exercise the option to cancel the agreement before it expires, subject to a usual minimum period of about 12 months.

This type of lease is regarded as having several benefits—that monthly payments are minimised through extending the lease period; there is flexibility for the lessee on when to close it; any cancellation fee can be paid out of the resale value of the car; and the lessee can still benefit from a good residual value.

BALLOON LEASE: This type of lease holds higher risks for the lessee, but allows lower monthly payments through part of the capital repayment being deferred until the end of the lease.

The lessor projects the residual value at the end of the lease, and calculates rental payments on a difference from initial purchase price. Interest is also paid within the rental on the residual value sum. The outstanding capital sum at the end of the lease—the "balloon"—is paid out of the sale proceeds.

If the envisaged residual value at the start of the lease is not realised, however, the lessee will have to find the difference. Equally, if it fetches more, the lessee pockets the balance.

FIXED TERM (Fully Amortised) LEASE: This is the most expensive of the three forms of finance leasing, at least in terms of monthly payments.

It is fixed term. The vehicle is fully amortised over the life of the lease, which may run up to five years, with rental payments covering purchase price plus interest on capital. At the end of the lease, the lessor—or the lessee as agent—sells the vehicle, with the lessee typically receiving 90-95 per cent of the amount realised as a rebate of rentals. The amount retained by the lessor represents a hidden form of interest charge.

OPERATING LEASE: Basically, this is another term for contract hire. Its essential difference from a finance lease is that it is the lessor who takes the risks on residual values.

CONTRACT HIRE: Comes in two principal forms, maintenance contract hire, and vehicle contract hire.

Maintenance contract hire is the fastest-growing area of the business. Under such an agreement, the lessor provides the vehicle, maintains it in many cases provides replacement cars during repairs, and it is becoming increasingly will look after the insurance for the lessee.

The basic idea is to allow lessees to dispose of all the administrative and maintenance problems associated with running a fleet.

Depending on how effectively a company manages its operations, "in-house" contract hire could be seen as an expensive alternative, but much survey evidence suggests that companies often have poor financial control over self-run fleets.

In vehicle contract hire, the vehicle only is supplied, with road tax, a provision for tyres and some other service items, and the service of a replacement vehicle in the event of a breakdown.

At the end of the lease the lessee simply returns the vehicle with no charges to pay or risks to bear. But the lessor imposes quite firm conditions relating to servicing and repairing being carried out properly by the lessor and is not responsible for damage.

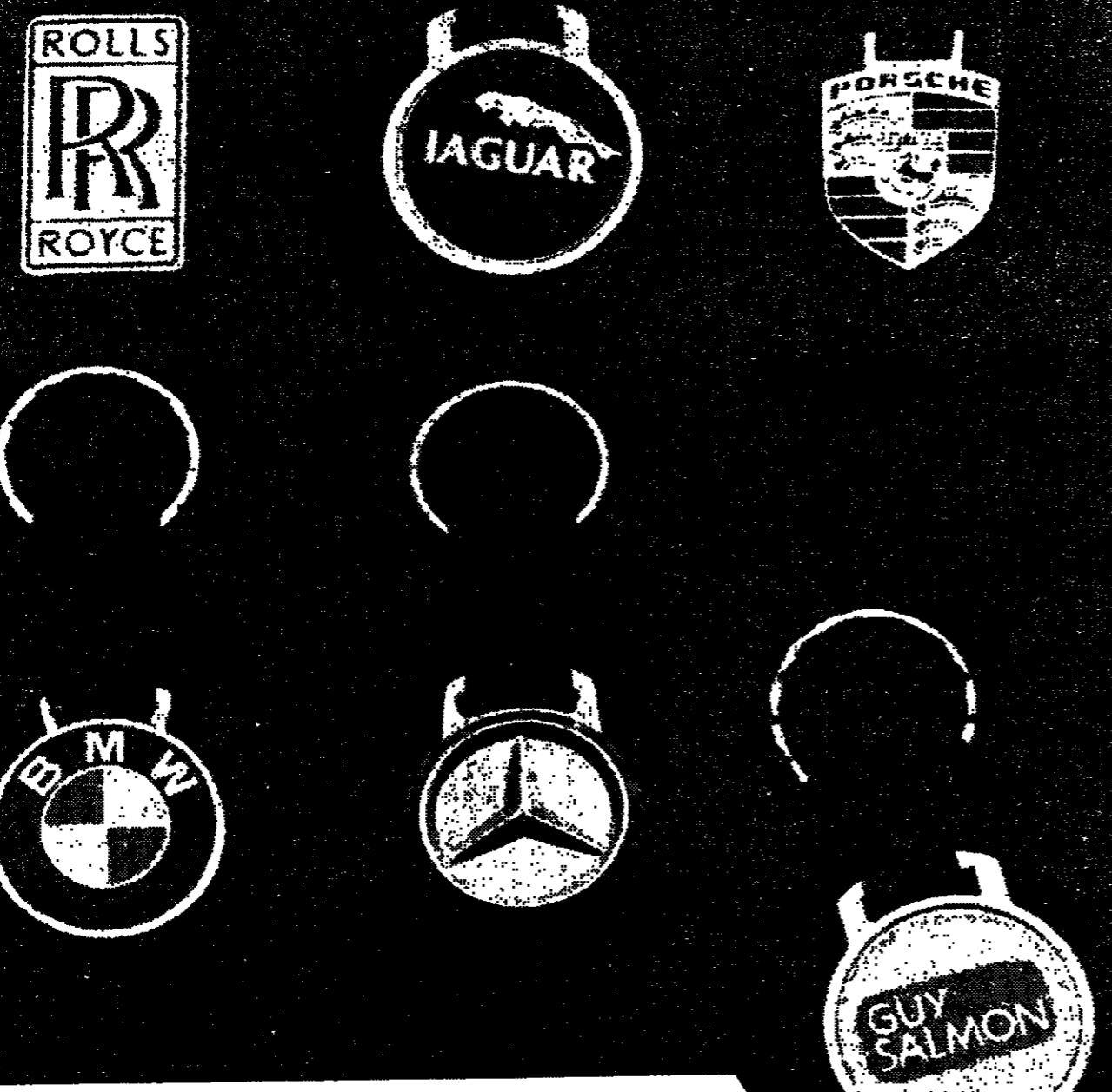
FLEET MANAGEMENT: Strictly speaking, this term covers professional management of a company's own fleet, by an "inside" specialist in the field. Such specialists, buying on behalf of clients, buy thousands of cars each year, possess considerable leverage with manufacturers in terms of discounts.

The large management company will also be recognised as a single customer by dealers throughout the country, again giving it leverage on labour and replacement parts cost.

Substantial savings can result, the management companies argue, from savings on which models to buy, using databases providing detailed cost of ownership figures; monitoring of maintenance and repair costs—again using the database; and whether they are justified; and other services such as disposal of the used fleet. They provide their services for a negotiated fee, providing clients with "actual cost" billings monthly.

John Griffiths

A FEW NAMES YOU WOULDN'T NORMALLY THINK OF WHEN RENTING A CAR IN BRITAIN.



The quality and range of our cars surprises a lot of people.

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Why car leasing has been overtaken by contract hire



There were all the other costs to consider. Like breakdowns, which brought a bill for replacement vehicles.

Remember the excitement about leasing when it first emerged? With gleaming new cars arriving in the car parks after a minuscule down payment? And the promises of profit when your residual value comfortably exceeded the settlement figure?

Then management began to realise that the low first payment was only the tip of a financial iceberg.

Plus another for repairs if the car was out of guarantee. Then came such inescapable costs as insurance, servicing, new tyres and batteries.

Next, after a couple of years of this, the unwelcome realisation that hard-driven, high-mileage cars would have a poor residual value. And the company actually had to fork out cash to meet the finance house's settlement figure.

Surely, there has to be a better way.

There is. Leasing was last year's solution.

Contract hire is today's more sensible, more economical answer. With contract hire all your costs

are known in advance. You pay only a fixed amount each month for the period of the contract. This takes care of everything. And your administration headaches disappear at the same time.

Of course you need the right contract-hire deal. Economical and realistic. And you need the resources of a big, modern company to look after things efficiently.

There is one such company, Wincanton. A national operation that's busy writing its own success story. Contact Geoff Mitchell, or send the coupon, and we'll prove that Wincanton is the only route to take.

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FT2



Wincanton Contract Hire

Wincanton Contract Hire
Wincanton Contracts Limited
Wincanton House, Western Avenue
London W3 0RS
Telephone: 01-993 5071

VEHICLE FLEET MANAGEMENT VI

A fluctuating market makes it essential for the would-be lessee to compare rates, David Freud reports

Financing: leasing adapted to provide flexibility

FINANCING METHODS in the car and commercial vehicle fleet business have changed rapidly over the past decade, with the emphasis on cost-efficient packages that tailor the rate of pay-out to the rate of return from the vehicles.

In the early 1970s the typical vehicle was purchased outright, often on money borrowed, short or long, from the banks, or obtained through a hire-purchase agreement.

But from the mid-1970s the leasing boom took off, whereby purchasers of vehicles took advantage of tax rules to reduce the costs of a fleet. Since then, basic leasing practice has been adapted significantly to provide a range of payment and service arrangements.

In the case of cars, the initial push towards leasing was all the stronger because there were different tax rules on leasing a car or buying it outright which were heavily biased in favour of the former.

The past couple of years have seen a marked shift to contract hire, in which a specialist lessor offers an all-in maintenance, service and often takes on all the risk of disposing of a vehicle after lease.

As more companies claw back their way to profitability, however, they will be examining closely whether it is more efficient to use their own tax allowances rather than lease.

The outcome of that examination will depend critically on the state of the leasing market at any one time. It is, in fact, very hard to find what lease rates are doing, and the aspiring lessee must do his own homework in collecting competing quotes.

Signs

Earlier last autumn there were signs that demand was significantly outstripping supply, and lease rates, which in late 1981 were running in a range as low as half the level of interest rates, were only two or three percentage points below the finance house rate. Since then the market has tightened up significantly, possibly in part because one very big deal by Lloyds Bank for an oil rig fell apart and

Lloyds had to move back into the market very aggressively to compete for business. So the current period is again very favourable as far as becoming a lessee is concerned.

The UK still has a long way to go to catch up with the U.S., where it is estimated that up to 80 per cent of company fleets are non-self-financed. But the proportion in the UK is growing steadily, and leasing and contract hire may account for something like a quarter of the total.

For profitable companies outright purchase can make up a great deal of sense to the point where they have used up their own cash allowances to finance further leasing deals) and the lessee for whom the rental would be much less than the interest rate burden of buying outright.

The growth rate for all leased assets is indicated by the figures of the Equipment Leasing Association, whose membership is dominated by the big

ture, the original popularity of leasing was based on the tax system, which after 1972 allowed buyers of assets to claim 100 per cent relief in the year of purchase.

Businesses such as banks, which would normally not buy anything like sufficient assets to match profits for their own use, soon began to buy assets and pass them over for the use of manufacturers and others through a leasing agreement.

In practice this meant that the investment incentive was shared, through the rates, between the lessor who was deferring his tax liability until he has to pay it on his rental (which he would need to finance further leasing deals) and the lessee for whom the rental would be much less than the interest rate burden of buying outright.

The growth rate for all leased assets is indicated by the figures of the Equipment Leasing Association, whose membership is dominated by the big

banks and which claims to account for up to 90 per cent of the market (although a proportion of their deals will be to specialist lessors who will lease the assets on to end users).

In 1971 ELA leasing was £150m, in 1975 £240m, in 1978 £1.2bn, and after a dip in 1981 leasing in the UK hit £2.7bn in 1982 with a further good gain expected for 1983.

Commercial vehicle leasing has grown broadly in line with the general market, reaching a total of £220m in 1978. It fell back again to this level in 1981 as the recession bit hard, and moved on to new high ground in 1982, when total new leasing reached £320m.

Decisions

Car leasing was originally slower to get off the ground, and the subsequent story has been more dramatic. The way was cleared by two decisions of the special commissioners for taxation in 1975, which ruled that cars could be treated in the same way as other equipment.

Combined with looser credit controls in July 1977, car leasing took off. From £6m in 1976, the ELA figure rose to £48m in 1979. This proved the peak, since the Government acted to remove the anomaly whereby a leased car enjoyed a 100 per cent allowance and one bought outright only 25 per cent.

In fact it took two budgets to remove the anomaly completely—in 1979 and 1980—after which car leasing seems to have stabilised at about £250m a year.

The advantages of leasing are not purely tax based. One of the original attractions was that capital items could be purchased off balance sheet. Neither the items, nor the associated contingent liability of paying rental appears on the balance sheet, so a company can appear less geared than it otherwise might.

However, this state of affairs is unlikely to persist for long, since a new accounting standard is likely to lay down that leased assets are put back on both sides of the balance sheet.

This prospect may tarnish the attractions of the pure finance

lease, in which the lessor recovers the bulk of his costs in rental. However, it may have done something to boost the operating lease, in which the lessor—generally a market specialist—takes more risk in terms of the residual value of the asset after its primary use.

Another key advantage of leasing is in terms of cash flow. Many lessees do not have substantial cash resources to tie up in the lump sum purchase of a fleet, and generally the outright acquisition of a fleet and its replacement is a lumpy process. By leasing, the cost can be spread on a monthly basis over the life of the vehicle.

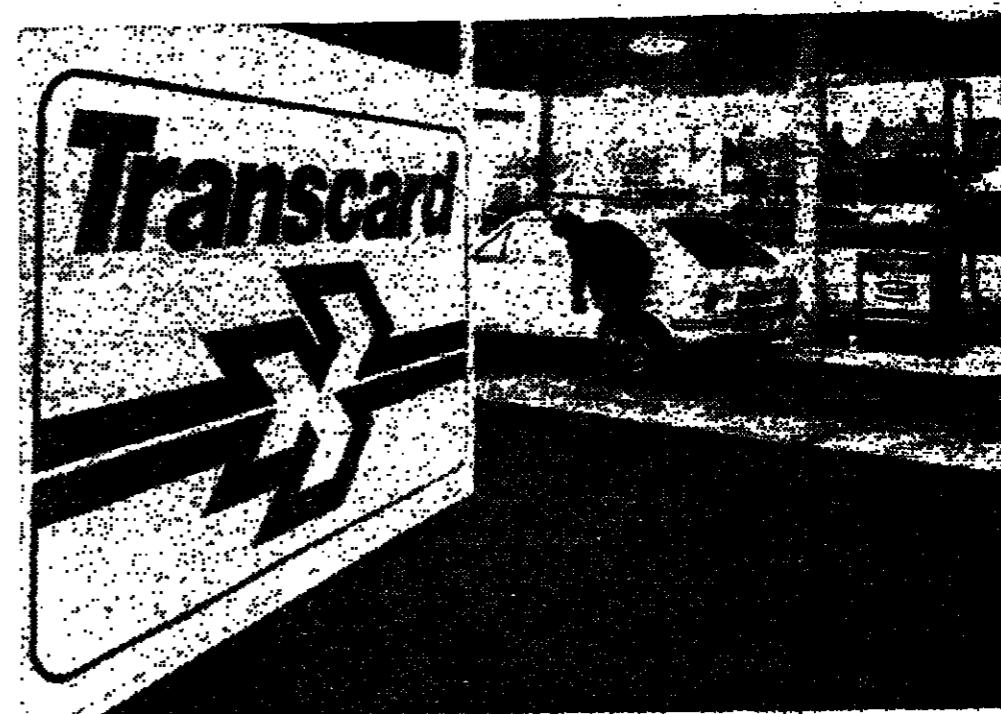
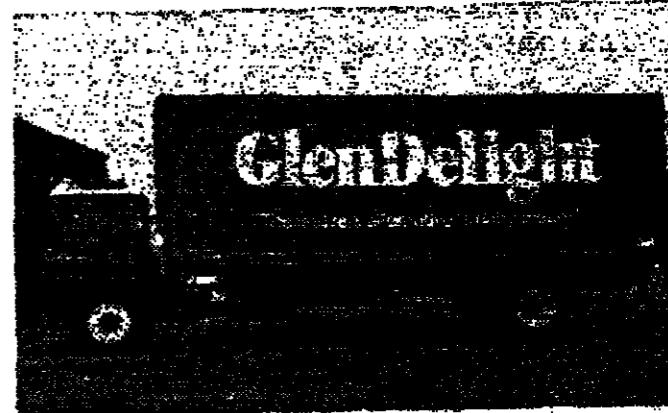
One form of finance leasing that has been growing in popularity has been the balloon lease, whereby the rental is tailored closely to the depreciation of the car over the period of use. So over a two-year period, for instance, the payment may work out at about 50 per cent of the full cost, with the second 50 per cent payable at the end of the period, when the car is to be sold and should leave roughly the required amount.

In the past couple of years this form of leasing has somewhat lost its lustre with the collapse in the second-hand car market, but in recent months second-hand prices have perked up again and with it, possibly, the attractions of the balloon lease.

Nevertheless, it is estimated that about half of lease deals are now contract hire agreements, a more comprehensive form of leasing. The attractions are firstly that the specialist lessor can usually buy at a greater discount than all but the biggest of companies. At the same time the lessor maintains, insures and disposes of the vehicle. This saves scarce management resources.

Typically under contract hire the monthly rate will be fixed, which means that the fleet is not necessarily obtained at the lowest possible cost. But it is the lessor that takes on the market risk of disposing of the vehicle; and in recent years several have taken significant losses as the second-hand market has moved against them.

Joining the CPC(UK) fleet is this Bedford TL 1630 curtain-sider, supplied by Wincanton to provide wholesale and retail deliveries of goods from CPC's Perivale, London, depot. Under the five-year contract-hire agreement CPC pays a fixed monthly charge, plus insurance and fuel, while Wincanton covers all other running costs including administration, and maintenance.



A relatively recent introduction to the services offered by companies specialising in contract hire leasing and fleet management is the type of payment card shown in above, which can be used by drivers nationally to pay for fuel and other services. Transcard is operated by British Road Services, part of the National Freight Corporation. The Texaco service station became the latest concern to operate the Transcard facility at the start of this year.

One of the earliest, and most successful, operators in this field was Dial Contracts, possibly the largest car contract hire concern in the UK, with a fleet approaching 20,000 vehicles. It now has just under 200 companies using its Dialcard.

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VEHICLE FLEET MANAGEMENT VII

Diesels start to show their attractions

DIESEL CARS can use considerably less fuel than those with petrol engines. They have a longer working life, burn cheaper fuel, are more reliable and cost less to maintain. Why, then, have fleet operators in Britain been reluctant to go over to diesel?

It is a long and involved story. One important factor is that fleet managers predominantly buy British—and until very recently there was no such thing as a British diesel car.

In the early 1970s, diesels were far less attractive than petrol cars to drive. They were slow, noisy and often rough. Petrol pre-1973 was still fairly cheap. Fleet managers saw little point in meddling with an unknown quantity that in all probability would be unacceptable to the people who were expected to drive them.

Since that time the change in diesel cars has been dramatic. They have undergone a civilising process. They start and stop on the "ignition" key, just like any other car. Apart from a grumbling tickover, they perform much as a petrol-engined car does. On the motorway, even an experienced ear finds it difficult to detect whether a car is running on four-star or Derv fuel.

And there are British diesel cars now, or at least those with British-sounding names. Ford, Rover and Vauxhall all offer diesel cars, though at present the Ford's use French-made Peugeot engines and Rover buys-in its turbo-diesel from VM of Italy. In all 12 makes of diesel cars are now in British showrooms, comprising 20 different models with 52 variations in body style and trim level. This total, which does not include light tax vehicles, will increase considerably this year as new diesel cars, available in mainland European markets, come to Britain.

Decision

An even more important factor in the diesel's growth in popularity will be Ford's decision to manufacture its own 1.6-litre engine in Britain. The Fiesta, Escort and Orion will be offered with this engine in the near future. Diesel penetration of business car fleets, given Ford's traditional strength within it, must go up sharply.

It has been growing fast, in any case, though from an admittedly very low base. As recently as 1977 only 2,600 diesel cars were sold in Britain. The figure climbed to 5,800 in 1980, 9,700 in 1981, and to 14,500 in 1982. In the first 11 months of 1983 nearly 23,400 diesel cars were sold in Britain. With Ford's entry into the arena imminent plus the recent availability of some exceptionally attractive European diesels such as the Peugeot 205GRD, a forecast of nearly 50,000 registrations this year does not look over-optimistic.

Fuel cost-per-mile comparisons between petrol and diesel cars are not easy to quantify because retail prices of Derv fuel have fluctuated considerably in the past year. While the petrol price war was on, 4-star, due to massive price support, could be bought more cheaply than diesel, despite its 12p-per-gallon lower rate of excise duty.

Exaggerated

The situation has changed lately. In most places 4-star is about £1.85 per gallon, and is rising from £1.60 to £1.70. No longer are the pumps turned away in filthy corners at filling stations. One retail site in three now has diesel, usually with the pump located among those dispensing petrol. Users are finding that the alleged horrors of tanking-up a diesel car at a self-service site have been much exaggerated.

By far the largest company to decide as a matter of policy to convert its entire fleet to diesel is Scottish and Newcastle Breweries. A four-year programme began in May 1980 and now only a handful of the 1,360-strong fleet of cars and vans

have been converted. The company's fleet manager, Stuart Marshall, says: "We have been able to convert our entire fleet to diesel and we are saving £100,000 a year in fuel costs."

Mr Marshall, who has been with the company for 15 years, says: "We have been able to convert our entire fleet to diesel and we are saving £100,000 a year in fuel costs."

Stuart Marshall



Going diesel: Ford's Fiesta (top) is to be offered with the 1.6 litre Ford engine. Above: the Peugeot 205GRD

Wide choice of cars

CONTINUED FROM PAGE 1

that there are still a lot of "myths and myopias" surrounding the company car. Bellini himself, a former member of the Hudson Institute "think tank," said the level of ignorance afflicting fleet operations in most British companies must translate into the most frightening financial leakages."

He pinpointed two particular problem areas:

The traditional view held by many companies that they should own and manage their fleets as an integral part of their business, assuming in the process that they could do so cost-effectively; and the situation where, even if the executive responsible for fleet operations knows that cost-savings can be made, whether through contract hire or some other specialist service, he is unlikely to take any action which could decrease the influence of his own or department's role within the company.

Packages

The provision of specialist services is starting to extend well beyond the company car fleet. An increasing number of service companies are offering

contract hire and leasing in the commercial vehicles field. The car manufacturers' heavy dependence on fleet buyers in the UK also makes it less likely that the government will resume its attack on the sector, after early election promises that it would seek to eliminate business "perks," of which the company car is the prime example.

Cost-effective

So when the Chancellor Mr Nigel Lawson rises to his feet next month to deliver his Budget speech in the industry are expecting any radical measures against the company car—except possibly a further though not dramatic increase in its assessed benefit to the employee.

The increase has been 20 per cent for the past several years. But by any measure it remains highly cost-effective for both company and employee. At the high levels of remuneration and in the £20,000-plus car price brackets an employee or board member would need as much as three times the amount of pretax level to cover the cost of buying and running a car as its costs for the company to provide it when allowances are taken into account.

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Peugeot Talbot doesn't build cars in Britain.

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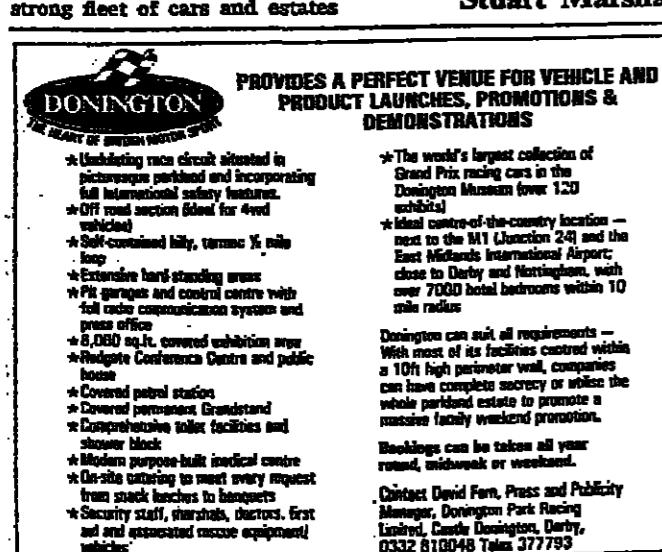


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Talbot Samba. The mean little mover. Small car, big car feel. Choice of 4 models including Cabriolet.

Talbot Horizon. Compact hatchback. 4 doors, 5 seats. Standard 5 gears. 5 power-assisted steering as standard. Hatchback version—Talbot Alpine. Except on LE versions.

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VEHICLE FLEET MANAGEMENT VIII

Lorne Barling examines the transport needs of three very different companies in the Midlands

Computers play a bigger role in trimming costs

AMCROSS

When speed is essential

FOR NEWLY-FORMED small companies, particularly those in high technology fields, the acquisition of cars is not only a necessity but often a high-cost item at a time when capital requirements are at a peak.

In addition, such companies often have directors or employ staff who will be doing high mileages and therefore prefer to have cars which are better than the average fleet car in terms of performance and styling.

A typical company of this kind is Amcross of Cirencester, Gloucestershire, a computer specialist dealing with business systems and hardware which was formed in June last year. The company's success so far has been based partly on its ability to offer fast computer maintenance, and reliable transport was regarded as essential.

Mr Alasdair Malpass, who formed Amcross, said he had to bear in mind, when deciding how best to acquire three cars for himself and his staff, that they would each be doing

between 20,000 and 30,000 miles a year.

In addition, he did not want to tie up his limited capital in the outright purchase of cars because it was needed for other purposes, and therefore went the route of many other small companies by making out a lease-purchase contract.

This provided the benefits of leasing and the fixed costs it offered, while also allowing Amcross to claim the capital allowances on a purchase. "On a £6,000 car, lease purchase was about £20 a month more expensive than direct leasing, but worthwhile for tax benefits," he added.

He believed there was also an advantage in owning the car at the end of the lease period, since he believed it was difficult to achieve the residual value on a straight leasing contract.

Mr Malpass said: "In one respect at least his judgment proved incorrect. The Santana had to have a new engine at 4,000 miles after a valve problem developed, but this was done at no cost under guarantee and a replacement car was provided

through a finance deal offered by Lombard North Central. The prices were about £6,200 and £8,600 respectively.

Reliability

"We chose the cars because we liked them, and there is evidence that people look after a car more carefully for that reason. I was also looking for reliability, which is not always very good on standard fleet cars," he added.

He also believed that fuel consumption was a vital factor, in view of the mileages that were expected, and suggested that consumption of the cars chosen was better than that of many fleet cars of that size.

He believed there was also an advantage in reducing the cars to their full lease periods.

Amcross decided to buy two Volkswagen Passats for staff and the saloon version, the Santana, for Mr Malpass, a standard fleet car.

Amcross decided to buy two Volkswagen Passats for staff and the saloon version, the Santana, for Mr Malpass, a standard fleet car.

R. M. DOUGLAS

Why contract hire proved best

THE car fleet requirements of construction companies are generally high both in terms of numbers and in wear and tear, owing to the often arduous use the cars are put to on site and around the country.

The R.M. Douglas group of companies, based in the West Midlands, believes the best solution to this problem is contract hire and for the past 15 years has used this method of providing cars for its employees.

At present it has a mixed fleet of 550 cars, supplied by four different contract hire companies, used by employees ranging from senior management to site agents.

Responsibility for managing this fleet belongs to Mr Bill Whately, who also handles the group's vehicle insurance, valued at about £900,000 a year. By coincidence the cost of the contract

hire for the car fleet is about the same amount.

The job was carried out by non-managerial staff until about four years ago. Mr Whately says, but it is now regarded as more important because of the larger sums involved and the need to control costs wherever possible.

Stable prices

This has been achieved recently with the help of a highly-competitive contract hire market, which prices have been stable for a long period. Charges to the Douglas group are made monthly and fixed over the contract hire period, assisting in financial planning.

Although the group is heavily diversified through its range of subsidiary companies, transport is still dealt with centrally and the benefits of greater volume gained.

Mr Whately said that the

company now uses about 120 different types of cars supplied by the contract hire companies, giving employees a wide range of choice within three engine size groups, depending on seniority.

"We feel it is an advantage to be able to offer this choice, since it is better to drive the kind of car you like. By using four contract hire companies, we also benefit from the competition between them."

Since the Douglas group operates a large fleet of its own commercial vehicles, it has extensive servicing facilities and uses them to service a small proportion of cars, providing additional benefits.

Mr Whately believes that in the currently highly-competitive car market, residual car values are going down and it is therefore an advantage not to have the problem of disposing of secondhand vehicles.

"We pay a monthly fee on each car used by the company, giving us the ability to forecast the cost, and we have a computer system which tells us all we need to know about each vehicle, such as its location and other details."

The company recently introduced a new system to deal with payments for petrol, based on reimbursement to the user on the basis of expected miles per gallon on each particular car. The system also takes into account how the car is used, making allowances for low mileages clocked up by some employees, and high mileage by others.

Overall, the system provides the company with the ability to exercise fairly tight control over a large fleet of cars which is scattered over most parts of the country, at the same time saving large sums in capital expenditure.

Nevertheless, commercial vehicle and car prices were rising in spite of the competitiveness of the market, and

BOOTS

Tackling seasonal peaks

BOOTS OF NOTTINGHAM, as a major user of cars and commercial vehicles for its sales and distribution activities, has progressively improved the management techniques and quality of staff dealing with its transport fleet.

The company operates a total of 147 commercial vehicles, ranging in size up to 38 tonnes, and has about 680 cars for its staff, including directors, who need them for business purposes.

On the commercial side, Boots has a substantial transport requirement, not only to supply its hundreds of retail outlets but for inter-warehouse transport, for which its larger vehicles are mainly required.

Boots' distribution centre at Beeston, Nottingham, is one of the largest in the country and all forms of company transport are managed by a team headed by Mr Alan Ripley, director of warehousing and distribution.

He points out that all of Boots' vehicles are owned by the company, a policy which has been in force for some years, but adds that the advantages over leasing and other forms of vehicle ownership are no longer as great as they used to be.

Competition

"There is increasing competition for the use of the capital employed in vehicle ownership, and I have to argue the case with other directors who suggest that the capital would be better employed elsewhere," he said.

Boots, being a retail organisation, had the advantage of not suffering from liquidity problems and was therefore well placed to take advantage of competitive vehicle prices, he said.

Nevertheless, commercial vehicle and car prices were



John Cartwright, redistribution transport manager (left) and Alan Ripley, Director of Warehousing and Redistribution. Computers and better staff help to keep down costs

this was causing some concern. Vehicles were generally replaced every three to four years, but tends to be regarded as restrictive as far as cars are concerned. At present the company has a fleet of about 500 Ford cars and a diminishing number of BL cars.

On the overall management of the company fleet, Mr Ripley said that the increasing cost of vehicle operation, in conjunction with the new competitive legislation and monitoring of vehicle use, had created the need for a more sophisticated approach.

This had been assisted by the introduction of computers for a number of purposes, including route planning and by the appointment of higher-calibre management staff. "We now employ a rising number of

graduates each year, either from outside the company or internally," he said.

"The effects of inflation on transport costs have been extremely high in recent years, and we are dealing with multi-million-pound costs. This is one of the problems of British industry which has been sadly neglected and needs a lot more attention."

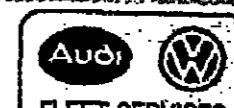
Like other companies, Boots is increasingly concerned at the restrictions which are now being placed on lorry movements, particularly those proposed by the Greater London Council. Mr Ripley said the company had submitted its view to the GLC in the hope of making some of the practical problems clear.



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VEHICLE FLEET MANAGEMENT X

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THE CONTRACT hire business has grown rather faster than was being predicted two years ago, according to Mr Steven Poster, managing director of Lex Vehicle Leasing.

Mr Poster reckons his company, jointly owned by the London-based North Central finance house and Lex Service, the vehicles group, to be among the growth leaders.

Not without reason. In the 24 months ending last September, the Lex contract hire fleet grew in unit terms by 112 per cent to 8,200. A further 1,000 vehicles were added in the final quarter of last year. For 1983 overall, the increase was about 50 per cent over the previous year; so the growth has been a sustained one, even through the recession, rather than the result of the recent improvement in the economic climate.

The business was good enough to provide Lex with a profit of £10m last year of just under £1m. A further improvement is expected this year, on the basis that Lex's fleet will grow by another 30 per cent.

However, this seeming slowdown compared with 1983 is more a reflection of the conservative approach taken by Lex towards its forecasting rather than any serious expectation of a reduction in the rate of growth.

Certainly, there is plenty of room for increased penetration of the business car market, since even on the most optimistic estimates well under one in five fleet or company cars fall within the contract hire/leasing/fleet management net.

Three factors

Mr Poster attributes the Lex growth to three principal factors. First, it has made considerable efforts to widen general awareness of its and contract hire's existence. Apart from conventional marketing and promotional exercises, one highly effective method was its commissioning about three years ago of the market research concern Makrotest to undertake a survey of the entire fleet business: how vehicles were acquired, run and disposed of by a wide array of companies.

He quotes as an example the example of the general field of contract hire, he suggests, is still an irritant for contract hire clients: that relating to charges for excess mileage at the end of a hire period. Apart from finding an acceptable solution to that, Mr Poster suggests "the industry is still waiting for the breakthrough" in terms of devising any new services to be offered. "No-one has yet thought of the Coca-Cola of contract hire", he suggests.

Nevertheless, building the business does take care and time, says Mr Poster. But he suggests that the "ignorance factor" among fleet users—as shown up in the Makrotest research findings—is a lot less than it was.

In the early days, he points out, "privately we fell about laughing at some of the doubts thrown up by potential clients". Now, he maintains, once having acquired a customer, "we lose relatively few—and usually for the wrong reasons".

Mr Poster does not expect radical changes in the type or range of services offered by the leading contract hirers in the near future. The past two years have seen the introduction of a whole range of additional services such as insurance schemes and fuel cards. What he does expect to see is a continuing improvement in the efficiency with which existing services are administered.

Irritant

One area in the general field of contract hire, he suggests, is still an irritant for contract hire clients: that relating to charges for excess mileage at the end of a hire period. Apart from finding an acceptable solution to that, Mr Poster suggests "the industry is still waiting for the breakthrough" in terms of devising any new services to be offered. "No-one has yet thought of the Coca-Cola of contract hire", he suggests.

That, however, seems to be a pessimistic view: contract hire with its full maintenance and associated services already seems, to an outside observer, to provide virtually everything except a driver.

With expansion of the fleet undertaken by Lex in the past

two years could of itself create capital cost problems for many contract hirers. Lex regards itself as fortunate in being part of a finance house, "so the acquisition problems don't exist".

3,500 outlets

Its growth means that it now has access to nearly 3,500 service outlets. In the country all franchised and the majority in some form of computer link with Lex Vehicle Leasing headquarters at Beaconsfield, Bucks, while service on an individual vehicle is pre-authorised up to £40. Lex also runs some surprisingly basic checks with each vehicle—"not least", says Mr Poster, "that it's our car".

These follow checks as to whether it is in warranty and, in the case of regular replacement parts such as tyres, exhausts and batteries, if such an item is said to need replacing whether it has been fitted with one recently.

"Such items are always a rip-off element with the garage trade," he says. But the detailed checking systems have removed virtually all the "rogue" garages from the system. "There are only about 20 garages that we actually steer customers away from now."

Last year's record new car market has presented a problem of heavy discounting and a flood of trade-in vehicles material, he says, that contract hire rates are likely to go up slightly more than new car price inflation, because of the predicted fall in residual values.

However, competition among car makers, the threat of a 12.5 per cent maximum allowable price variation on new cars within the EEC and—if sterling strengthens—further import flooding in the meantime should mean that new car price inflation itself this year should be very low, Mr Poster points out.

The competition will also be strengthened, he stresses, by the arrival of Austin Rover's LMK1 in the mainstream fleet market.

"It really will have an impact," he concludes. "It will upset the Cavalier/Sierra balance."

PROPS: LEX

Strong growth maintained



Steven Poster: detailed checking systems

John Griffiths takes a look at a cross section of some of the leading car contract hire and leasing companies

PROPS: LEX

Strong growth maintained

THE CONTRACT hire business has grown rather faster than was being predicted two years ago, according to Mr Steven Poster, managing director of Lex Vehicle Leasing.

Mr Poster reckons his company, jointly owned by the London-based North Central finance house and Lex Service, the vehicles group, to be among the growth leaders.

Not without reason. In the 24 months ending last September, the Lex contract hire fleet grew in unit terms by 112 per cent to 8,200. A further 1,000 vehicles were added in the final quarter of last year. For 1983 overall, the increase was about 50 per cent over the previous year; so the growth has been a sustained one, even through the recession, rather than the result of the recent improvement in the economic climate.

The business was good enough to provide Lex with a profit of £10m last year of just under £1m. A further improvement is expected this year, on the basis that Lex's fleet will grow by another 30 per cent.

However, this seeming slowdown compared with 1983 is more a reflection of the conservative approach taken by Lex towards its forecasting rather than any serious expectation of a reduction in the rate of growth.

Certainly, there is plenty of room for increased penetration of the business car market, since even on the most optimistic estimates well under one in five fleet or company cars fall within the contract hire/leasing/fleet management net.

Three factors

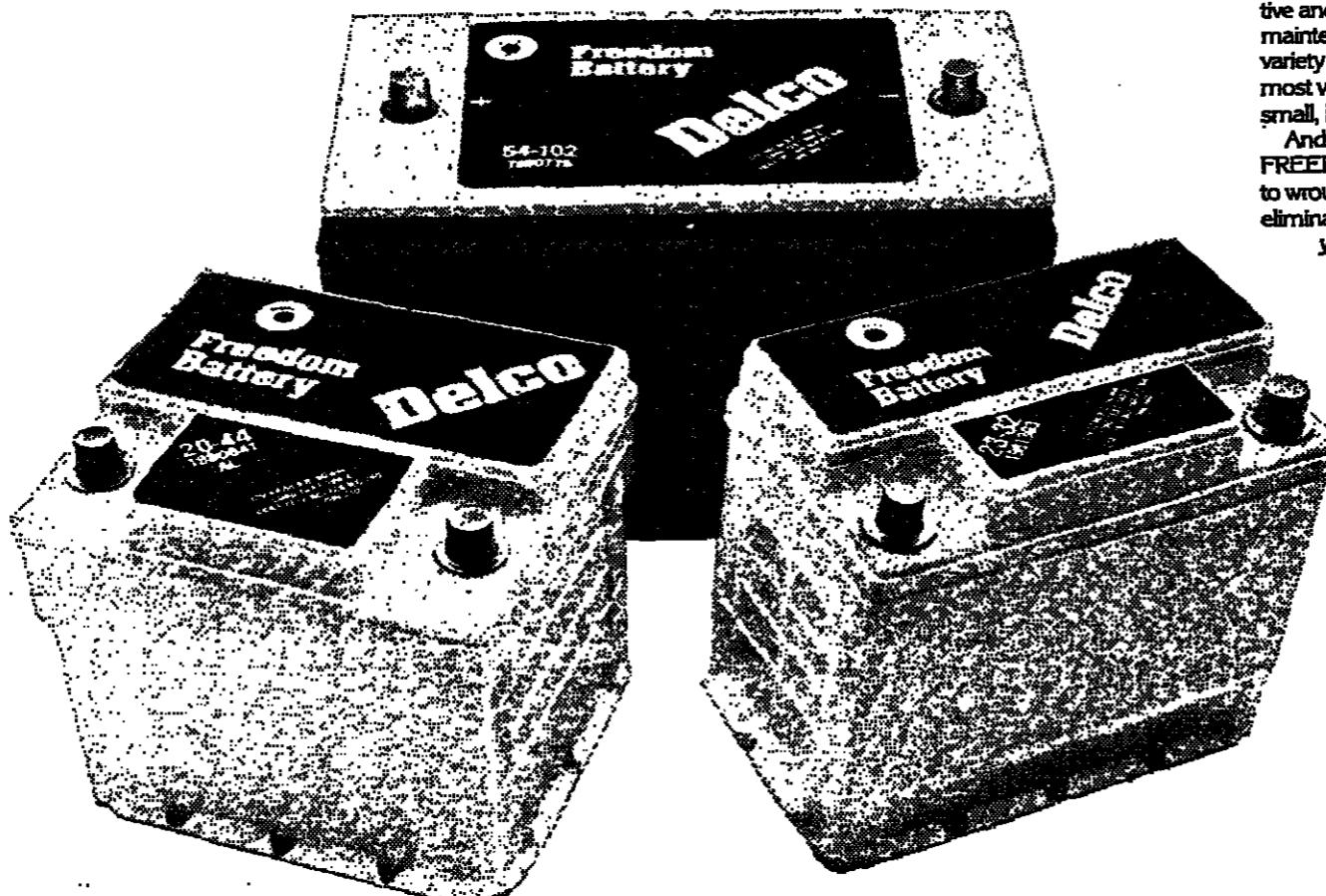
Mr Poster attributes the Lex growth to three principal factors. First, it has made considerable efforts to widen general awareness of its and contract hire's existence. Apart from conventional marketing and promotional exercises, one highly effective method was its commissioning about three years ago of the market research concern Makrotest to undertake a survey of the entire fleet business: how vehicles were acquired, run and disposed of by a wide array of companies.

He quotes as an example the example of the general field of contract hire, he suggests, is still an irritant for contract hire clients: that relating to charges for excess mileage at the end of a hire period. Apart from finding an acceptable solution to that, Mr Poster suggests "the industry is still waiting for the breakthrough" in terms of devising any new services to be offered. "No-one has yet thought of the Coca-Cola of contract hire", he suggests.

That, however, seems to be a pessimistic view: contract hire with its full maintenance and associated services already seems, to an outside observer, to provide virtually everything except a driver.

With expansion of the fleet undertaken by Lex in the past

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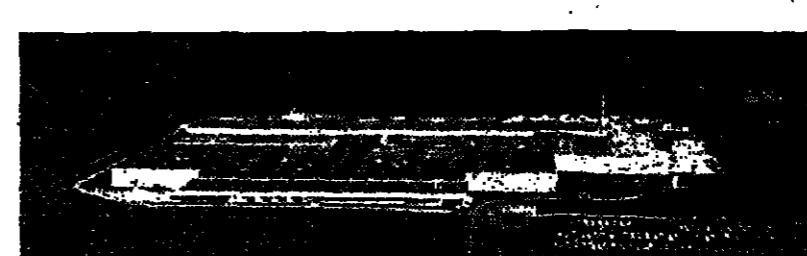


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VEHICLE FLEET MANAGEMENT XI

PROFILE: HERON DRIVE

Task is to identify requirements

SHE IS BLONDE: a steely glint comes often into her eyes when making a point; and she is not at all averse to lecturing industry on its perceived shortcomings, publicly and to its face.

Her headquarters, however, are not in Whitehall but in north London. Mrs Jean Denton is managing director of Heron-drive, the Heron Corporation's fleet leasing and management division, which celebrated its first birthday towards the end of last year. And, already, for some 25 years, it had been known as Heron Fleets and Leasing.

Heron currently operates a fleet of about 4,000 vehicles—a figure which, Mrs Denton expects to grow by about 10 per cent this year, with virtually all the expansion coming in the form of contract hire.

Mrs Denton used her company's birthday celebrations last year to lecture to 170 motor trade and industry guests and customers on what she sees as the prime destabilising influence in the current fleet management scene: the heavy discounting and incentives on new cars being offered by dealers and manufacturers.

Warning about its adverse long-term effects, she declared: "We are a service industry. Service is about people and quality. If we continue for much longer to talk only to our customers, the greatest sufferer will be the customer."

"I believe the industry is self-destructing at a price trigger. Notably, it can survive without profit and no growth can be funded."

"Company cars are a long-term cycle. If we are not here to look after them during that life cycle, then the front end discount you obtain becomes irrelevant. That is not a threat, it is a warning."

In setting out Heron-drive's policy, she maintains that it is to "identify customers' requirements, then satisfy them—be it direct purchase, contract hire or leasing."

Like other companies operating in the same field, Heron-drive's view, however, is that often customers themselves don't really know what they want, or at least have not really examined in detail the effectiveness of the decisions they have already made.



Jean Denton: last year's decisions are not necessarily right this year

Manufacturers, she points out, have spent a lot of money recently to promote their models—but their reasons for wanting to sell are not necessarily the same as customers' for wanting to buy. It is well worth a user company considering exactly why it wants or needs any car it has put into its company list."

Previous use by a company of one particular manufacturer, or a perception of price and running cost which no longer bears any true relation to the facts, are just two factors, she suggests, which cloud effective decision making. "But there is one thing to be quite certain of—the motor industry is changing so fast that no decision made last year can necessarily be guaranteed to be right this year."

Full range

Heron-drive undertakes the full range of contract hire/leasing operations carried out by its main rivals—but in the short term since the company was re-launched it has come up with some slightly unusual, sometimes controversial, ideas of its own. One scheme, outlined recently by financial director Steve Landau, suggests that companies should consider extending their company car fleets to a far greater proportion of employees than previously, including non-business users.

The rationale goes like this: An employee earning £20,000 a year could be supplied with a company car at no extra cost to the company. How? Because employees with earnings below this level are not assessed for the taxable benefits of company cars. So instead of saving increases, or perhaps by means of salary cuts, an employee could be awarded a company car, save on the salary cut through reduced tax and national insurance—while the employer saves salary plus national insurance and gets a cost-effective car in that it would not be bought and maintained out of after-tax income.

The example put forward by Mr Landau is of an employee offered a small or used car of £4,000 value. If he took a £1,000-a-year pay cut to acquire it, the net drop would be £610 savings. The company saves £1,000 in salary and £1450 in national insurance.

After subtracting likely depreciation and maintenance costs, the net saving to the company would be about £215. The employee, at the same time, is freed from all the perils of running a private car, not least the arrival of unexpected, high repair bills.

The scheme is viewed with scepticism by some of Mrs Denton's rivals, who say they believe that not many companies would be prepared to take on the administrative burdens of such a scheme. But it is one which Heron-drive is keen to pursue, and its progress is likely to be watched with interest over the coming year.

Among other recent schemes launched, are a "common sense" company cars purchase scheme for used ex-demonstration vehicles, also offered with contract hire/leasing packages, and a short-term hire/buy-back operation. Under the latter, seen as particularly applicable for executives home on extended leave or on short-term assignments in the UK, the cus-

tomer can buy a car under guaranteed "buy-back" after six months or so.

What it boils down to is that on a £1,000-a-year pay cut, the terms would mean that the car has been rented for the current price of about £9.50 a day—against the average weekly cost from a typical rental company of well over £300 a week.

Benefits

Some of the views taken by Mrs Denton should gladden many an executive's heart, even if at first what she suggests might give the finance director the shivers. If what that executive really wants is a Jaguar or a Porsche, why not let him have one? she suggests.

"The motivational benefits to be derived from giving someone the car he wants should not be ignored," she stresses. "It might not be an obviously cost-effective way of going about car provision—but the extra care he is likely to give it could be worth 10 per cent on the resale value alone."

"Cost might make it undesirable to allow a middle-ranking executive a new Mercedes 130 or Porsche 924. But the price of a one-year-old model will be about the same as a Rover 2.3—and could give the driver a significant motivational boost. The scheme makes financial sense, too. The original owner will have already taken the initial heavy depreciation, so the second owner has less to bear."

She shares the view that increasingly user companies will come to view their fleets as just one more cost to be treated unmotivably. "The car is becoming just a product. And some in companies running 1,000-car fleets, there is no flexibility in using your own resources for vehicle acquisition."

For that reason, she forecasts that contract hire will grow eventually to take 40 per cent of all company car business. Her own estimate of its current share is about 10 per cent.

"About the only valid reason for capital purchase is if you actually want to show assets on the balance sheet."

John Griffiths

GODFREY DAVIS (Contract Hire), the group's specialist leasing division, must have one of the most unusual contract hire vehicles in the business: a Reliant Robin three-wheeler.

But it serves to underline one of the main policy objectives set by the company by director Graham Darley: to serve the thousands of very small user companies of cars and light commercials.

"We are trying to tap the small operator market every bit as much as the larger fleets on which most fleet management operations concentrate," he says. As an example of this, on January 1, the company also started a fleet management/maintenance scheme, specifically for companies which still want to own or finance their own cars—particularly in the smaller business sector.

One of the main spurs for introducing the programme was that "we were getting a lot of calls from small fleet managers—reports too complicated," Mr Darley says.

His company is now running a contract hire/leasing fleet of about 5,000 vehicles, about 20 per cent of them light commercials.

Like many other companies in the field, Godfrey Davis, too, is finding that the bulk of growth is coming from contract hire. "Our fleet has gone up in size by about 20 per cent over the past 12 months—the vast majority of it through contract hire. We still do a bit of finance leasing, but it had its heyday three or four years ago"—when the loophole to lessors of being able to claim 100 per cent first year capital allowances was finally closed.

Mr Darley says he is looking for similar growth this year. At the same time, he predicts that the stabilisation which has taken place in hire rates will continue "although clients these days seem to be preoccupied more with service than cost centring."

The company—like others in the field—could do with more comfortable margins for although the volume of Godfrey Davis' business is expanding, the profit picture has been rather different. The parent company, Godfrey Davis (Holdings), reported a fall in pre-tax profit last year to £2.6m from



Graham Darley: contract hire makes sense

"But a lot of them are finding that, particularly as we come out of recession, the cars are clogging up the maintenance system; so they either hold up the more important commercial vehicle schedules—or they go unserviced."

Better balance

With the car market readjusting itself to strike a better balance between discounted new car prices and resale values, however, the worst of these problems may be over.

Mr Darley sees several other particular growth opportunities in the business. He has detected a discernible move by some of the major companies in specific industry sectors, such as building, away from "in-house" operated and owned vehicle fleets into contract hire.

"Some of them simply want to get out of the operations side altogether; others want to rationalise their activities, but need to retain some controls—hence the involvement in fleet management packages."

Another area where he thinks there is untapped potential is among companies with large distribution activities, involving do-hire or medium-sized commercial vehicles and, in theory, the company's car fleet as well.

J.G.

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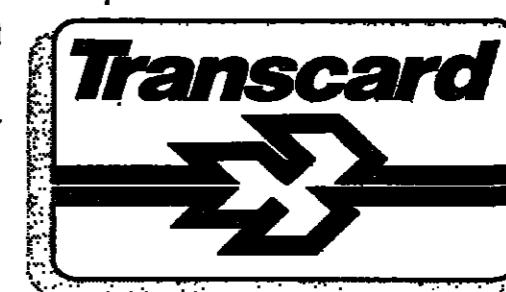
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VEHICLE FLEET MANAGEMENT XII

PROFILE: SWAN NATIONAL

Service is the name of the game

SWAN NATIONAL has an unusual parent—the Trustee Savings Banks, which come under the aegis of the Treasury, and which will offer themselves for sale next year with a forecasted value of nearly £1bn.

Within the TSB group Swan National is made up of Swan National Leasing with a fleet of about 5,500 cars and Swan National Rentals with about 8,000—distinctly small numbers. In the last group accounts for 1982, the company contributed £1.8m of the TSB's £77m profit, with a little help from a small motors distribution business, Valkyrie Motor Holdings.

Precisely how big the leasing company's contribution was not separated out in the accounts, but its net book value of £18m at the time makes it one of the leading companies under the chairmanship of Mr Frederick Aldous in its field.

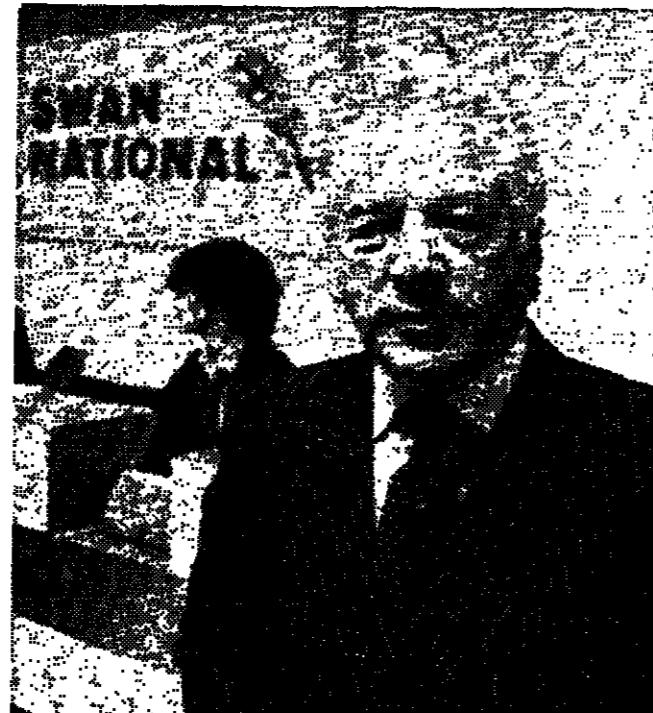
Patently, however, it escaped the general gloom, which several large companies in the field ran into during the slump in car residual values following the onset of recession. And Mr Len Clayton, its sales director, says that Swan National Leasing can look forward to "record" profits in 1984.

A sign of the company's times is that it has just refurbished its Croydon headquarters and has invested £750,000 in a new vehicle preparation centre opening next month in nearby Purley.

Mr Clayton's profitability forecast is made despite the fact that he and managing director Mr Ian Mosley expect rates to increase by no more than 5.5 per cent this year. They expect a growth in the volume of business by 15-16 per cent, however, measured in terms of units on the company's fleet. That is a roughly similar expansion to that achieved during 1983.

In line with a number of recent surveys reporting new economic growth, Mr Clayton says "we have felt very strong stirrings of life among customers. And I'm not talking about the computer companies, but those perhaps slightly boring medium-sized companies."

Mr Clayton readily admits that, in the past, where contract



Trevor Humphries
Mr Frederick Aldous, chairman and managing director, Swan National

tees this year if they are not to hit financial problems, because of further uncertainties over residual values.

"Some companies are already taking a big hit," he suggests. With little prospect of the discount war abating, he says, the residual values problem could bring a lot of companies to their senses" in terms of the need to set realistic contract rates.

Incentives

Swan has been making efforts of its own to bolster residual values of clients' cars. To encourage better care, it has been offering incentives such as the use of two Ford service vans for two years to clients returning their cars in best condition, together with cuts in rates of between £1 and £6 per car per month. It appears to have worked well, putting on about £100 per car on average at disposal time.

It will not be a good year for residual values, he says, "and anyone forecasting profits on historically assumed values is in for a ghastly shock."

The importance of residual values in determining contract hire rates can hardly be overstated. According to Mr Mosley, depreciation accounts for 50 per cent of the rental charge and maintenance and the provision of replacement cars during service and repairs account for another 20 per cent.

Although he expects garage and car rental costs to go up by at least a similar amount to the retail price index, he believes that reduced down-time, longer service intervals and simplification of repairs through the use of bolt-on parts should be able to offset any increase.

As regards Swan's own margins, these will be maintained at current levels, he says.

Mr Clayton stresses that a company's residual element of profitability for the contract hire is essential and not just from the point of view of its own welfare. "Good profits are important to the industry in order to provide the services business houses in the UK have come to expect from the professional operators. Competition is fierce, and service has got to be the name of the game."

John Griffiths

hire/lease companies have decided to make a song and dance about their growth in a particular year, much of that company's growth represents "poached" business from other contract hirers.

Easy target

"It's a slightly incestuous world," he suggests. "You get particular sales executives moving from one company to another, and of course, they want to make their mark, so the obvious, easy target is to try and switch the business of customers with whom they've built up previous links."

"Now, however, we really are starting to see our growth coming from new markets, particularly from the finance lease area now that the capital allowance advantages aren't there."

To make further substantial inroads into the in-house fleet

market of companies still opting to own their cars, Mr Clayton says the sophistication of services offered by contract hire companies will have to continue to develop.

As part of this activity, Swan has adopted the tactic of actually installing its own personnel within the company headquarters of larger clients to ensure smooth day-to-day running of their fleets. Other strategies it has adopted include "full disclosure" prospectuses to potential clients, in which Swan's own declared profit margin is set out. The whole scene has emerged, in changing quite dramatically from the rather "take it or leave it" attitude of contract hire companies three years or so ago, when the contract hire business first began its latest take-off.

Mr Clayton predicts that developments in the new car market—of rife discounting and incentives—will keep the contract hire companies on their

to three years, and explosive growth in the new car market last year, have left used car stocks high and dealers in many cases either reluctant to accept anything but the easiest-sold models, or to offer weak prices.

Against that background, auctions have come to be seen as at least a convenient, if not necessarily price-advantageous, way of disposing of vehicles at the end of their fleet life.

The auction business has changed almost out of recognition since, for example, Mr David Wickins, chairman of British Car Auctions, first rented an open field in the 1940s for £1 a week.

BCA has become the largest auction house in the UK, and by a considerable margin. It now operates 14 sites,



Auctions offer useful disposal system

THE GROWING importance of auctions as a means of disposing of ex-fleet vehicles is one of the early items to emerge from a wide-ranging study of business vehicle policies commissioned by Geico, the Manchester-based vehicle fleet management and contract hire business.

Information supplied by 6,000 companies showed that just under 12 per cent of their fleet vehicles were disposed of through the auction houses.

Such sales still lag a long way behind the two most favoured methods of disposal—directly through the trade (about 45 per cent) and sales to employees (about 30 per cent).

However, the fierce dis-

posal war of the past two

years has led to a significant increase in the number of vehicles being disposed of through the auction houses.

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quite apart from the ambitious expansion programme launched into the US less than two years ago, and which was a major contributor to group net profits of \$6.62m last year.

However, the presence of Central Motor Auctions—which has eight auction sites—and Motor Auctions Group, with three, means that BCA no longer has a monopoly. There are a number of other auction houses operating from single sites.

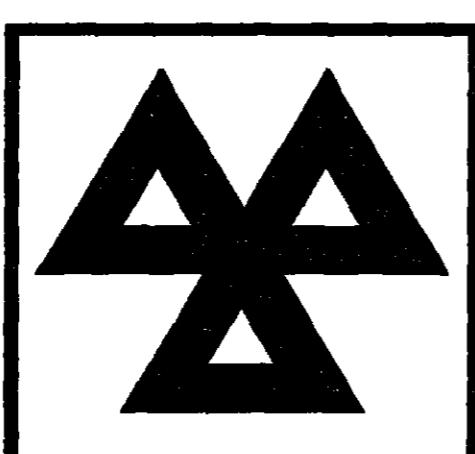
Competition among the majors has produced an expansion of services to include valeting services, engineering reports, vehicle valuations and pre-auction vehicle collections services.

Competition rates can vary, but about 5 per cent is

typical for fleet owners. The structure of sales has become increasingly sophisticated in recent years with, for example, BCA holding "Top Car" and "Union Jack" auctions specifically for luxury and executive cars and very low mileage fleet cars respectively. In total, 500,000 vehicles of all types are claimed to have passed through BCA sites last year.

The auction houses have also been making a concerted pitch for local authority and government departments, with some success. The Ministry of Defence and several hundred local authorities are now claimed by BCA to be among its customers.

J. G.



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FTL

VEHICLE FLEET MANAGEMENT XIII

Stuart Marshall gives his verdict on some of the cars he has test-driven over the past year

Lively range of models on offer for company drivers

TWO FLEET MARKET trends are clear. Boots are back and big is no longer beautiful. The hatchback body style, at least for all but the most senior of cars, is in retreat. And it is no longer necessary to go to medium and large cars to give a senior manager the kind of performance and comfort—even status—he feels is his due.

Not all fleet managers appear to be aware of this fact. A common complaint from executives who do most of their company car driving in crowded city centres runs thus: "Here I am with this bulky, clumsy gearbox car when I could really do with a smaller one, with automatic transmission and, ideally, power steering."

Some of the more interesting of the 1983-84 crop of new models are exactly what this kind of company car user has in mind. The Alfa 33, a development of the Alfasud, is not yet available with power steering or automatic transmission but otherwise would suit. BMW's \$181 four-door is ideal, having a two-pedal and power steering option at extra cost. It is as manoeuvrable and parkable in town as it is enjoyably drivable on the motorway and its charisma is evident.

One UK-based company is switching its representatives from Fords and Vauxhalls to 3-series BMWs on what it says are cost-effectiveness grounds. It is hard to imagine that any will complain that their new company car is smaller than the last one.

Ford has deliberately pitched its Orion (in effect, an Escort with a boot) up-market of the lower tier of its larger Sierra models. This really is an agreeable four-door saloon, with a pleasant ride due to a revised rear suspension, stealthily introduced on the Escort, too, some months ago.

Other compact-sized but well equipped saloons developed from hatchbacks are the Lancia Prisma and Volvo 360. Neither has a power steering option and the Volvo Varionomatic is an acquired taste but either of these cars could be considered a good second best to a 3-series BMW.

Doubts

Three more cars in this class will be arriving here soon. With the forthcoming Jaguar XJ-40, due in the autumn, the Maestro's hotted derivative will be one of the two most important British cars to appear this year. Montego—the probable name of the new car—is aimed straight at the fleet market. It will reinforce the doubts Ford must be having over the wisdom of making the Sierra—successor to that phenomenally successful fleet car, the Cordina—a hatchback and not a saloon. In fact, Orion is beginning to show signs of being looked upon as the real replacement to the Cordina.

Joining the Montego will be the Fiat Regata and Volkswagen Jetta—the former a development of the Strada, the latter of the new Golf, a car which has still not reached the British market. The Regata, like the Orion, seems to be half-a-class higher up the pecking order than the hatchback from which it was developed.

Cutting rid of the tailgate and replacing it with a boot makes the car dimensionally larger and quietens it down. Rear seat ride comfort is improved, too, as the cushions no longer have to be able to fold into a load floor. No doubt



John Pugh, Vauxhall-Opel's fleet sales manager, displays the range, which includes the very successful Cavalier

the Montego and new Jetta will show similar benefits when they appear.

But every rule has its exception. Renault launched the 9 as a four-door saloon more than two years ago but have made its liftoff development, the 11, the more prestigious and sporting car. In its latest form, with a 1.7 litre engine, the Renault 11 feels almost Germanic except for the seat softness.

Success

Vauxhall's Cavalier has deserved its fleet market success in the last year. It really is all things to all business motorists, from sales representatives to middle managers, because of the wide choice of specification offered. Shrewdly, the most prestigious Cavalier, the fuel injected CD, has been given an engine of just under 1.8 litres to keep it in the right tax class.

If any of its cars could get Citroen into fleets, it has to be the BX, which has been designed to keep maintenance to a minimum and is said to need less servicing than a Ford Sierra. It is beautifully suspended and the larger-engined 16TRS is a lively though relaxed performer. Keenness of pricing reflects Citroen's desire to build sales volume.

Much the same could be said of the Fiat Uno, a roomy, refined and economical three- or five-door hatchback replacement of the 127. Uno, an alternative to the Metro or Fiesta, deserved its choice as Car of the Year 1984 and appears to be conspicuously good value.

Another excellent small hatchback to make its debut in the past year is the Peugeot 205. Like the Uno, it has the ride comfort of a larger car, the economy of a small one.

Mercedes has stepped down a little in size, but retained all the traditional virtues of

solidity and sound engineering, in the 190. For quality in its size class this is the car to match, though it does look fairly expensive when compared with the larger 200. But the W123 line, which includes the 200, is coming toward the end of its production life and replacements must be dearer.

Both Mercedes and BMW are keeping a weather eye on Audi, which is making progress in the medium to large quality car market with cars of original design, though making use of VAG mechanical components. The 100 saloon is now brought into Britain with a closer-radio

uniquely attractive. Permanent four-wheel drive makes it feel uncannily safe on slippery roads. It doesn't have quite the performance of the turbocharged Quattro coupe but most would find the 120 mph maximum more than enough. Economy does not suffer from four-wheel drive; a consumption in the mid to high 20s is possible from this five-cylinder, 2.1 litre, power-steered saloon.

In the five-seat class, the recently improved specification has made the Vauxhall Carlton an attractive alternative to the Granada and Rover in their smaller-engined versions. It is a straightforward but thoroughgoing efficient car priced close to the smaller Cavalier and with power steering as standard. Carlton's near relatives, the Opel Senator and Monza, with six-cylinder fuel-injected engines, are comparable with BMWs.

Jaguars, now of vastly better quality than they were a few years ago, have suspension approached by few other makes and excelled by none. The 3.6 litre six-cylinder engine that will power the 1985 Jaguar saloons has already appeared in the XJS-HE coupe combined with a manual gearbox.



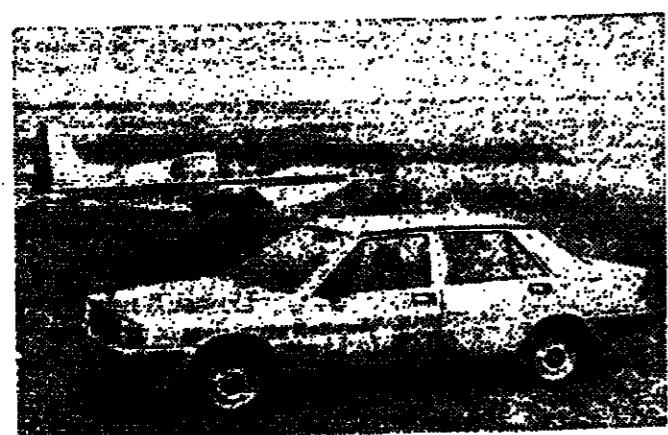
Above: the sporting Renault 11 TSE with electronic ignition.



Below: a BMW 3-Series model.



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Above: The Lancia Prisma 1500 saloon with front-wheel drive which was developed from the Delta hatchback. Below: The 120 mph Audi Quattro with its four-wheel drive has a 2.2 litre fuel-injected engine. Both cars are well equipped



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VEHICLE FLEET MANAGEMENT XIV

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How much can Dial cut your fleet costs by?

Alan Bunting discusses the long-awaited 38-tonners

Why the new breed has been accepted so rapidly

IT IS almost nine months since the long-awaited increase in permitted lorry weights came into effect. The maximum all-up weight for articulated vehicles went up from 32.5 to 38 metric tonnes - that is from 32 to 37.4 imperial tons.

Despite the unabated vociferous resistance from environmental groups to any increase at all in weight limits, especially to the original Armitage Report proposals which envisaged a 44-tonne upper limit (articulated vehicles) as well as artics combinations, the new breed of 38-tonners have been accepted rapidly by the community at large.

Only the presence of a fifth axle and, in most cases, semi-trailer sideguards, gives away the higher design weight of the newcomers. They are in fact less intrusive visually than some lighter trucks, because their overall height is restricted to 13 feet 9 inches. There were no height limits.

For fleet operators the 38-tonnes limit has brought the obvious benefit of greater load capacity, although some of the 5.5 tonnes increase in allowable gross weight is absorbed in additional unladen weight. The statutory requirement for at least five axles instead of four has itself meant that the new generation of artics weigh at least half a tonne more than their 32.5 tonnes predecessors.

Further dead weight is added by the uprated engines, gearboxes, and chassis components needed to cope with a 17 per cent increase in all-up weight.

Where truck users previously thought in terms of a maximum 20-tonne payload, they now base their productivity calculations on a figure of about 25 tonnes - a 20 per cent increase.

Companies hauling specialised cargoes, in purpose-built semi-trailers whose ancillary equipment makes them heavy, stand to gain more in productivity terms. If 18 tonnes of frozen food products could be carried previously in a 32.5-tonner, its 38-tonnes successor is likely to be able to carry 22.5 tonnes - 25 per cent more.

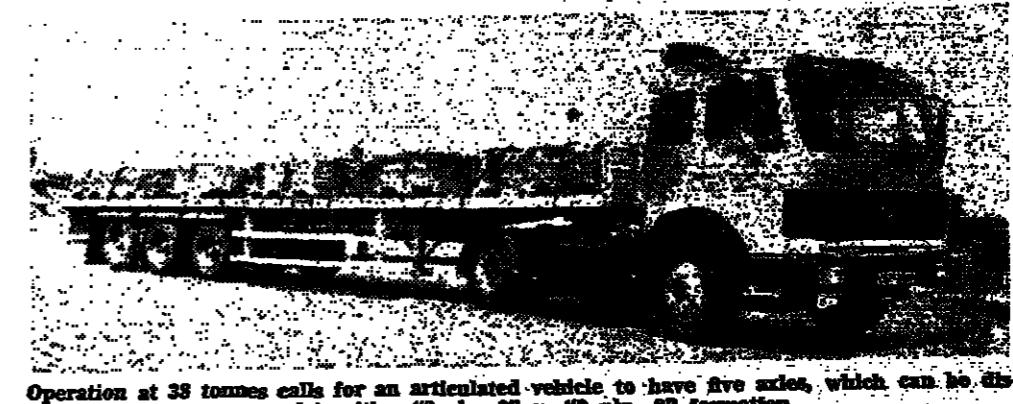
\$40,000 cost
There is obviously little point investing in new heavier-duty vehicles, at £40,000 a time, if their extra carrying capacity cannot be fully exploited.

Companies whose business is carrying freight for others have, accordingly, regarded the revised legislation with considerable scepticism, in the light of the depressed conditions currently afflicting their industry. Those who have bought new articulated tractors and, in some cases, new trailers as well, in order to take advantage of 38-tonnes laws, need to charge their customers rates that realistically cover their investment.

In the long term the economics of running vehicles which will carry 20 or 25 per cent more load are undeniably attractive. That gain in productivity is being achieved at the expense of only about a 5 per cent fuel consumption penalty, together with the increase in driver's pay which has been moderated by the new laws.

But the initial outlay on heavier-duty vehicles is formidable. Ironically, more cautious hauliers who have adopted a wait-and-see policy, staying with their existing 32.5-tonners, are at present in many cases able to undercut the rates charged by 38-tonnes operators.

Because truck utilisation has been so low during the recession there are many 32.5-tonnes



Operation at 38 tonnes calls for an articulated vehicle to have five axles, which can be disposed in either "2 plus 3" or "3 plus 2" formation



vehicles, bought in the past haulage boom years of 1978 and 1979, which in 1984 have many efficient reliable miles left in them.

Six-wheeled tractors designed for 38 tonnes working are now available from nearly all heavy truck manufacturers. Some have two driving axles, others have two non-driving axles. Buyers are having to sort out the order of their priorities: cost, weight, directional stability, and traction on poor surfaces.

Paramount
32.5 tonnes (four axle) maximum. An additional axle on either tractor or semi-trailer becomes mandatory.

Until they become due for replacement and their owners are forced into a decision on whether to or not to "go 38 tonnes", competition between weight carriers will remain somewhat artificial. It is not surprising that the Road Haulage Association has greeted higher weight legislation with less than wholehearted enthusiasm.

Own-account concerns, that is manufacturers and traders running their own fleets, have in contrast welcomed the weight legislation with few reservations. For a given annual tonne-mileage fewer vehicle-loads are implied, so that they have been able in many instances to reduce the size of their fleets.

Higher-weight benefits are confined of course to those fleet users whose cargoes are heavy enough in relation to their volume for extra weight to be accommodated on vehicles of essentially the same dimensions as before.

Having made the decision to run artics at the higher weights now permitted by law, operators have also had to decide on the best vehicle configuration. The new legislation calls for a minimum of five axles on an artic combination used at gross weights above the old

32.5 tonnes (four axle) maximum. An additional axle on either tractor or semi-trailer becomes mandatory. In contrast, a "2 plus 2" combination whose tractor has three axles enjoys a much more weight tolerance of forward-biased cargoes. For haulage companies carrying ISO or British Rail Freightliner containers the need for fore-and-aft load distribution tolerance is especially important.

All that is known about a container is its laden weight. Its centre of gravity could be close to one end rather than midway along its length. Container hauliers are moving noticeably in favour of the "2 plus 3" configuration.

Tight manoeuvring in dock areas or transport depots is proving a different kind of headache for 38 tonnes "2 plus 3" users. Tyre scrub on their tri-axle trailer bogies as the treads are effectively dragged sideways across tarmac or (worse still) concrete, is so pronounced that some tyres are having to be replaced after 10,000 miles or less.

A "3 plus 2" artic can carry half a tonne less payload than a "2 plus 3" outfit of comparable specification. But in practical and whole-life cost terms, the heavier (unladen) and slightly more complex machine is likely to find increasing favour.



This three-axle Foden can carry a payload of 45 tonnes. Hauliers have to balance the economic pros and cons of carrying bigger loads, taking into account factors such as the best axle configuration

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VEHICLE FLEET MANAGEMENT XVI

Lynton McLain examines the revolution taking place in tackling distribution problems

Search for new systems to keep down costs

THE INABILITY of management to halt the rapid rise in distribution costs and the urgent need to keep the price of goods down has sparked a revolution in the way companies choose to manage the distribution of their products.

This revolution, so far largely unheralded—partly because of an understandable reluctance on the part of the companies operating the new systems to reveal details to their competitors and partly because the ideas are so new—marks a further stage in the increasing specialisation of transport services.

Only those companies with the technical skills, especially in computer route planning and with the financial muscle and experience to implement large-scale schemes, have any hope of meeting the new needs of industry.

Some of the largest and most revolutionary of the new distribution schemes have come about through the inventiveness of the National Freight Consortium. The NFC is the former nationalised amalgam of various sluggish distribution companies. These were bought by the NFC management and half its 23,000 staff two years ago, in the first buy-out sale of its kind by the Government in selling a nationalised industry to the

TOTAL DISTRIBUTION COSTS AS A PERCENTAGE OF SALES						
	Storage	Stock	Transp.	Admin.	Min.	Max.
Paper, printing, publishing	3.6	5.6	4.0	4.3	6.9	27.5
Food, drink and tobacco	2.5	1.4	4.3	3.8	3.1	31.8
Mechanical engng.	2.8	1.6	2.3	4.1	5.5	14.4
Distributive trades	5.4	2.3	1.8	1.3	1.9	36.4
Chemicals and allied products	2.7	2.4	3.1	2.1	3.5	23.4
Electrical engng.	1.6	1.8	3.2	2.1	0.3	14.5
Overall	3.3	2.4	3.7	2.9	0.3	36.4
12.3%						

[†] A more complete definition of distribution suggests that distribution accounts for 17 per cent of industry's costs according to the CPM.

Sources: Survey of Distribution Costs, 1982, Centre for Physical Distribution Management, British Institute of Management.

private sector.

The management-staff buy-out scheme was the idea of the NFC and it is a similar quality of initiative that has led the consortium to take a lead in developing the newest type of distribution systems for the industry.

The NFC's interest in distribution goes back to its earliest days when it hired its own lorries and trucks to industry in the simplest form of "contract hire."

It is this concept that has been developed to a revolution-

ary degree by the British Road Services offshoot of the National Freight Consortium. The latest developments bear no resemblance to the earlier straightforward contract hire concept, instead they provide an all-embracing service for the distribution of goods for the customer and take away from the customer all direct involvement with day-to-day transport and distribution.

The National Freight Consortium and its predecessor organisa-

tions have been working gradually towards this all-

embracing concept for some time. Contract hire in its simplest form was developed to include the supply of a driver, with his wages paid for by the haulage company and included in the terms of the contract.

Further developments of the theme gave the customer contract hire arrangements that included the regular maintenance of the vehicle or fleet of vehicles, and the provision of vehicle fleets in colour schemes to suit the customer.

This idea was taken a step further with the concept of "contract distribution" where companies such as BRS and Wincanton Vehicle Rentals took over the lorry fleets of customers seeking a way of improving their cash flow and putting running costs on a more regular basis without the capital costs usually involved in a fleet.

Instead, the NFC, through BRS Southern, has put up all the capital for the development of BRS claims in a "unique relationship" with Whitbread.

This capital commitment involved the specialist transport company buying-out the customer's transport fleet, replacing this haulage capacity with new lorries and charging the customer for the use of these vehicles, including the use of drivers, regular maintenance and servicing.

The customer pays the transport company one bill a month, to cover all the costs of running the haulage fleet, but with no commitment or liability for the capital costs involved. This frees his capital for use more effectively in the manufacturing process, or the retailing business, and allows the customer to pay for his transport costs out of monthly revenue.

This broad concept of contract distribution has been developed and expanded rapidly by the National Freight Consortium in its new schemes, which it prefers to regard as "revolutionary" rather than "revolutionary."

Nevertheless, there are elements of the schemes that do justify the description "revolutionary" as is clear from the few details that NFC and its innovative customers have released.

The first, and so far biggest of the new schemes, has been developed over the past two years and involves the London-based operations of Whitbread, the brewers.

What is known is that the National Freight Consortium, through one of its operating companies, and Whitbread, have joined forces to improve the distribution activities of the brewer across London and the Home Counties.

Greater efficiencies are expected from the venture, but new approaches are involved that included the regular maintenance of the vehicle or fleet of vehicles, and the provision of vehicle fleets in colour schemes to suit the customer.

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At the heart of these large-scale developments is a novel approach by NFC to combine investments in property and transport facilities.

Before the formation of Bar Delivery Services, Whitbread

had seven distribution depots

serving London and the South

East area. The company

wanted to modernise its

distribution systems and BRS

Southern won the contract with a five-year agreement to cover the entire London and South East area with two large-scale developments.

BRS Southern was in effect

given a clean sheet of paper to

produce the optimum transport

brewery products for public

houses and off-licences will have

the advantage of freeing the

Whitbread management to get

on with the job of running a

brewing business.

Other large corporate names,

such as Sainsbury, have also

reached agreement with BRS for

the development of other large

distribution centres. Sainsbury

has no distribution centre in

the West Country and BRS

Western has won a contract to

build a large distribution centre

and cold store at Yate, Somer-

set.

In most developments of

contract distribution arrange-

ments, the distribution

specialists make extensive use

of computers for planning the

optimum site for new distri-

bution centres and for route net-

work planning. In the case of

the Sainsbury contract, BRS

Western selected the site and

will supervise construction of

the distribution centre.

The urgent need for more

examples of radical ways of

tackling distribution in the

industrial and retail sectors is

underlined by figures from the

Centre for Physical Distribu-

tion Management in its 1983

survey of distribution costs.

In its broadest definition of

distribution, taking in storage,

stock, costs, transport, man-

agement and aspects of han-

dling, the centre estimated that

distribution costs in British indus-

try nearly 300 a year, or 17

per cent of the total cost of

making and selling goods.

These figures are cause for

concern in themselves, but the

survey also found that there has

been a steady trend for distri-

bution costs to rise much faster

than the general level of inde-

penditure.

The retail price index rose

from 100 to 311 between 1970

and 1982. Over the same period,

distribution costs rose from 100

to 386 for building costs of

warehouses and depots, to 337

for labour in the distribution

sector, to 346 for distribution

equipment and 403 for the

transport costs involved in dis-

tribution.

In other words, some aspects

of the costs of distribution have

risen approximately 50 per cent

higher than the general rise in

related prices.



Operations room of Wincanton Contracts in West London. Using the VDU screens, the operators have access to full details including service dates of the 3,000 cars in the fleet.

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Greater efficiencies are expected from the venture, but new approaches are involved that included the regular maintenance of the vehicle or fleet of vehicles, and the provision of vehicle fleets in colour schemes to suit the customer.

As the focus of the new venture, Whitbread and BRS Southern, part of the British Road Services operations of NFC, have formed a joint company called Bar Delivery Services. This is controlled on a 50/50 basis by BRS Southern and Whitbread, but the novelty is that Whitbread has not put up any money towards Bar Delivery Services.

Instead, the NFC, through BRS Southern, has put up all the capital for the development of BRS claims in a "unique relationship" with Whitbread.

This capital commitment involved the specialist transport company buying-out the customer's transport fleet, replacing this haulage capacity with new lorries and charging the customer for the use of these vehicles, including the use of drivers, regular maintenance and servicing.

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Before the formation of Bar Delivery Services, Whitbread had seven distribution depots serving London and the South East area. The company wanted to modernise its distribution systems and B

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Hence we are involved in a great deal of route-planning.

The vehicles we use are also wholly maintained by us and are painted in the Renault livery.

Of course, the transport problems of companies are as different as the companies themselves.

If you want to know how we can solve the problems that fill your agenda just fill in the coupon.

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Richard Lovell, Group Sales & Marketing Director, British Road Services Ltd.
The Merton Centre, 45 St. Peters Street, Bedford MK40 2UB.

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 **BRS**

VEHICLE FLEET MANAGEMENT XIX

Replacement programmes are falling behind for many companies. Hazel Duffy reports

Haulage operators feel the pinch

GEORGE WEBB HAULAGE, a family-owned company specialising in bulk haulage, is fairly typical of the road haulage industry. Set up over 40 years ago, it is managed by George Webb, son of the founder who operates a fleet of 14 30-tonne tippers plus two 38-tonne articulated tippers.

Turnover of the haulage company is about £1m a year which goes up to £1.4m when two other companies in the group—one specialising in the movement of loads in and out of ports and the other specialising in the movement of aggregates, broken brick and plant hire—are taken into account.

The company is also fairly typical of the industry that it is experiencing. George Webb, managing director, and Donald Coates, financial and commercial manager, are so concerned about the pressures that they feel are being exerted on the industry by the state of the economy and an unsympathetic government that they have asked their local MP, Francis Pym, to take up their grievances with the Chancellor, and Mr Nicholas Ridley, Transport Secretary.

The main thrust of their argument is that responsible haulage operators are being squeezed out of the industry by the activities of "cowboy" operators—who, they allege, undercut rates but also cut corners on safety requirements—and the big increase in annual road fund licences for the past two years.

Their concern is shared by their trade association, the Road Haulage Association, which has been lobbying Government for some relief of the big increase in vehicle excise duty, and the Freight Transport Association. Garry Tovey, deputy director-general of the FTA, recently warned hauliers to look closely at exactly what is being offered by some hauliers offering cheap rates.

Respond

Why, then, does George Webb feel the necessity to "go it alone"? Their reply is that they simply do not think that Government, particularly the Treasury, will respond until it is made more fully aware of the strength of opinion within the industry than is being conveyed by the RHA.

Road haulage has always been an industry with a high rate of casualties. It is relatively easy to set up in the business—"too easy," argue Webb and Coates, who want to see stricter control of licensing regulations. It also seems to be not too difficult to evade other regulations, in spite of the efforts of the Department of Transport and the police to impose checks. "There are vehicles on the road every day which should not be operating," claims Coates.

"Price is everything in a recession," he adds, "and quality of service has less value than it used to." Rates in the bulk haulage industry have



Bob Webb, managing director of G. Webb Haulage, with a 38-tonne tipper

stood still for the past three years and he quotes an average margin of 1.6% per cent for the

more sub-contracting to owner-operators, and diversification.

In the past couple of years, the company has managed to cut its overall costs, in spite of unavoidable increases in areas such as the road fund licence (up by 61 per cent on 30-tonne tippers) and the upward trend in dev rates.

The small engineering staff has been cut from six to two, and vehicles now go out to contract

maintenance. The group office

near Cambridge has been sold, and the company is in the

process of moving to accommodation in a neighbouring

village where the rates are

very much lower and heating

costs are lower.

The company's major customer is the Central Electricity Generating Board for which it

has been cut from six to two, and vehicles now go out to contract

which have compounded

changes in the market.

The small, independent road

haulage companies are the

backbone of the industry. The

problems they face are similar

to those faced by small com-

panies in any industry, except

that they feel they have been

subjected to unwarranted cost

increases, in an economic reces-

sion, which have compounded

their problems.

Big investment

The company has invested heavily recently (£280,000) in two 38-tonne tippers from Foden's, and five Scammells, by resorting to bank loans. But the management is concerned that it will not be able to finance the next replacement period when it fails due.

The rest of the fleet comprises six Volvos which are between three and five years old, one MAN (four years old), and two Deutz vehicles (seven years old) which it has been possible to keep on the road by using spares from earlier vehicles.

George Webb Haulage cannot afford to sit back and hope that help will come from some quarter or another. It is faced with the following alternatives: buying secondhand vehicles, cutting back on services which it has prided itself on carrying out for its customers in an all-inclusive haulage rate,

BASIC COSTS	
Road Fund Licence	(rigid vehicle with four axles 30,000 kgs-38,490 kgs)
March 1981	£1,233
March 1982	£1,543
October 1982	£1,620
March 1983	£1,990
Derv (per gallon)	
January 1981	1.063p
October 1983	1.314p
January 1984	1.40p

Hire-back deal for refuse trucks

Profitable route helps the council

A FEW WEEKS ago, Three Rivers district council, near Watford, forged a deal with Transfleet Services, one of the UK's larger commercial vehicle contract hire companies, which Transfleet hopes might just set a highly profitable trend.

For the company says it believes Three Rivers' action was the first by a local authority to divest itself of the capital cost, and the administrative, maintenance and disposal burdens, of running its own operational vehicle fleet.

Under the deal, Transfleet—jointly owned by Lex Services and Lombard North Central, the finance house—is buying Three Rivers' entire fleet of vehicles, then hiring them back to the council.

The vehicles include vans, tipping vehicles, tractors, specialised road cleaners, refuse freighters and gritting trucks. In addition to the existing 39 vehicles, Transfleet is also to buy 21 new vehicles. The entire package will cost Transfleet about £1m.

Costs cut

There is a profit margin built in for Transfleet on the contract, which is valued at £360,000 over three years.

Even so, following an internal inquiry commissioned by the council and carried out by its own management services unit, Three Rivers council estimates that it will cut its annual costs by £100,000 over the life of the contract.

As part of the deal, Transfleet will lease the council's

the investment covers the purchase of 88 new vehicles in the 7.5-38 tonne range, including refrigerated vans.

Its managing director, Mr Hamid Patel, says there is firm evidence of the recession lifting. Over the past 12 months market demand for truck rentals had increased, "and we expect this growth will accelerate."

John Griffiths

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VEHICLE FLEET MANAGEMENT XX



Top: The Bedford CF carries a 1-tonne urban delivery payload. Centre: The rear-mounted electric motor is coupled to a conventional but rearward-facing axle via a short propshaft. Bottom: The entire control gear and ancillary electrical equipment is mounted in the van's "engine" compartment at the front

John Griffiths looks at the latest advances

Quiet progress by electric vehicles

AFTER MANY false dawns, has the day arrived when fleet operators need to at least start examining the electric vehicle as a viable option?

The flurry of activity to publicise new vehicles by two of the UK's major manufacturers at the start of this year suggests that the answer should be a cautious "yes."

At the outset it must be said that the electric car as a fleet vehicle is as far away as ever (Mr Clive Sinclair's plans to produce a passenger EV are very much based around an ultra-lightweight "commuter car" which could not be expected to fulfill a fleet/business role).

It is the light and medium commercial vehicle, in the form of the panel van and truck, which has at last moved from the experimental prototype stage into commercial production.

Bedford, General Motors' UK commercial vehicles arm, and Freight-Rover, BL's van-making subsidiary, in January both moved into production, on normal assembly lines, of electric versions of their conventional petrol and diesel-powered vans. Bedford launched a one-tonne payload version of its CF model; Freight Rover a similar, electric-powered Sherpa.

Karrier Motors, maker of the Dodge truck range, has been in limited production for some time with a six to nine-tonne electric truck based on its Dodge 50 model; and Leyland Vehicles has also produced a small number of Terrier trucks of 7.5 tonnes gross.

Competitive

Together with Lucas and Chloride who through a joint company—Lucas Chloride Systems—provide the vehicles' drive systems, these companies argue that there are circumstances now in which the electric commercial can be cost-competitive with its internal combustion-engined counterparts.

The circumstances are these: if a commercial vehicle is used on a regular basis for no more than 50 miles a day, returns at a matter of routine to its base each night and has payloads of the size mentioned above, then electric power is a viable option. The most obvious

application is urban delivery work, involving a lot of stop-start motoring.

At the launch of Bedford's model, the company's marketing director, Mr Des Savage, said he was sufficiently optimistic about the electric van's prospects to forecast a market of 4,000 a year in five years' time, rising to 10,000 a year thereafter. That would be approaching 10 per cent of last year's medium van market which was 116,000 vehicles.

Optimism

Part of the reason for his optimism is that the vehicles now coming off the lines at Luton have been removed from the "foot" image traditionally associated with electric vehicles. The CF, like the Sherpa, can cruise at up to 50 miles per hour and accelerate like a normal van, making it—in the EV industry's jargon—"fully traffic compatible."

There are other immediately apparent advantages: the vehicles are much quieter than normal vans and vibration-free; they do not use fuel at standstill; require no excise duty to be paid; and in the absence of vibration and other combustion engine-induced harshness, should cost less to maintain and last longer.

Even so, none of the manufacturers could be described as jumping into EVs with both feet.

Bedford plans to sell about 300 vans this year. Freight Rover and Leyland Vehicles are likely to make about 100 Sherpas and Terriers (mostly Sherpas), while Karrier is producing rather fewer than 20 Dodge 50 electrics a month.

Nevertheless, Bedford says it has forward sold about 175, with similar proportions from Freight Rover.

Though there are immediately apparent advantages, equally apparent is a seemingly even bigger disadvantage—the cost. An electric Bedford CF, complete with batteries and charger costs £9,750. And if it were not for financial help from the Department of Trade and Industry, the price would be very close to £14,000. The DTI is currently aiding the fledgling sector with a "market entry" support package equivalent to a £4,000 subsidy on each vehicle.

The diesel and petrol versions

of the CF cost £5,830 and £4,820 respectively.

However, Bedford points out, it is not that simple: the batteries have a projected four-year life, so they should be regarded as a fuel cost in the same manner as petrol or diesel. So leaving aside the batteries and charger, the vehicle's price comes down to £5,485. Even then, various battery leasing schemes have been devised by Lucas and Chloride to get round the extra capital cost.

Viewed from this standpoint, say the manufacturers, the electric models are capable of offering whole-life costs equal to or perhaps slightly less than, conventional vans: based even on a six-year life and 65,000 miles. Using cheap overnight electricity for charging, Bedford says, direct fuel cost for the electric vehicle, at current prices, is about 8p a mile, against 8p-10p for diesel or petrol variants.

Inevitably, the balance could swing sharply in the EV's favour in the event of an unexpected sharp increase in the oil price.

The 40kw/hour Lucas motor in the Bedford CF runs on 38 6-volt batteries connected in series to give a 216 volt 182 A/h system. The batteries, fitted into a plastic-coated steel panier, which has quick-release pins, can be recharged in 8-10 hours. A 12 volt 200Ah battery powers the vehicle's normal electrical equipment to conserve the power available for driving.

All the vehicles use "state of the art" lead acid batteries. Improvements to cell design have produced an increase of about 30 per cent in energy density—the amount of power a given battery can retain—over the past three or four years.

Prototypes

However, the elusive "super battery" which holds out the hope of multiplying performance by a factor of three or more, remains some years from commercial production. Chloride is working on such a battery using a sodium/sulphur combination; Lucas is using nickel/iron. But it will be five years at least before these are likely to appear in vehicles, and battery makers have been saying such batteries are "five

years away" for nearly a decade.

While this year marks the first of any significant commercial production of electric vehicles—for which the UK industry can legitimately claim a world first—that is not to say that the vans now being marketed are not well tried. All the manufacturers have had various prototypes running around for some years. Bedford, for example, has built nearly 100 pre-production vehicles which have undergone trials by users totalling 1m miles.

Among the less obvious benefits, it suggests, are fewer accidents arising from less-fatigued drivers because of the absence of vibration.

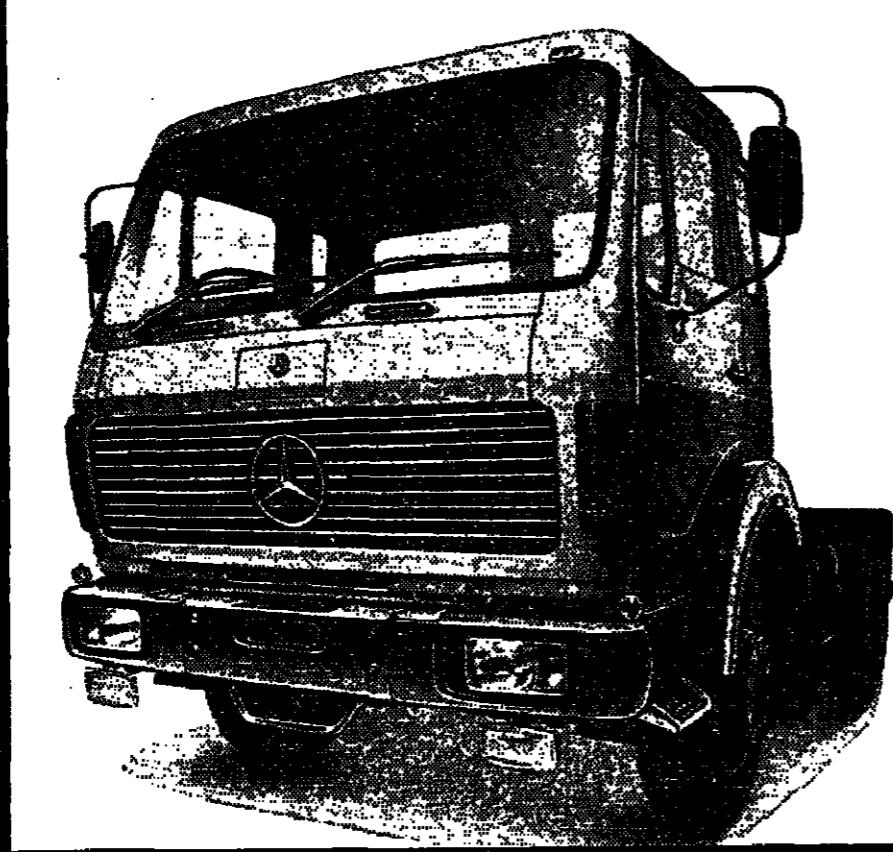
Ironically, the fact that the vehicles are so quiet, while being good for health and the environment, has produced a new safety hazard: many pedestrians seem to rely so much on sound to warn of approaching traffic, so Southern Electricity has fitted warning bleepers and lights.

The extent to which the vehicles will continue to need the DTI's market entry subsidy is strictly a function of acceptability in the marketplace. If Mr Savage's forecasts are correct, and the UK market climbs towards the 4,000-a-year mark at the rate expected, the need for the subsidy should disappear by 1987.



The battery pack is located in a pannier under the van floor which allows the CF's full load space to be utilised. Like the electric-powered Sherpa, the CF can cruise at up to 50 miles an hour like a normal van. The batteries have a projected four-year life.

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